

**Landmark Fiesta Resort Conference Center Unveils  
New 25,000 Sq. Ft. Meeting Facility**  
Driftwood Hospitality Management Leads \$25 Million Investment

**North Palm Beach, FL – 04/14/08** – The [Fiesta Resort Conference Center](#) in Tempe, Arizona, has announced the grand opening of its new conference center. The ownership group made up of Capri Inc., Gustin Property Investors and led by Driftwood Hospitality Management has invested \$25 million in the property's recent renovations. With an added [25,000 square feet of function space](#), the new facility expands the landmark resort's local niche to new markets.

Recognizing the area's potential as a meeting destination, the ownership group purchased what was originally known as the Fiesta Inn for \$18 million in September 2005. Driftwood has since played a key role in the property's repositioning as the Fiesta Resort Conference Center and other strategic renovations. The \$5.8 million construction of the new meeting facility more than doubled the resort's original function space, allowing it to better serve the meetings and groups markets.

"The conference center adds a whole new dimension to our resort," stated General Manager Henry Naber. "We now have the space to host larger corporate and association events, and to offer attendees the same extraordinary guest experience we've provided to other out-of-town visitors and Valley residents for years."

The conference center's architectural structure blends seamlessly into the original Frank Lloyd Wright-inspired design that has made the resort a Tempe landmark since its opening. Accented by rustic tiles and warm wood treatments, the new state-of-the-art facility embodies the resort's unique style and warm Southwestern hospitality.

Guests are welcomed to the new conference center by a 5,000 sq. ft. lobby, which brings nature indoors with a glass-encased triangular waterfall that serves as the room's focal point. The facility's centerpiece is the Fiesta Ballroom, which boasts 7,500 square feet, 25-foot ceilings, and can accommodate up to 800 guests.

The conference center also includes three breakout rooms ranging in size from 1,100 to 1,300 square feet, a permanent boardroom and two outdoor patios. Additional amenities include complete audio/visual services, a full kitchen, the Performance Health Club and a business center. For more information on the Fiesta Resort Conference Center, please visit [www.fiestaresortcc.com](http://www.fiestaresortcc.com).

**[About Driftwood Hospitality Management LLC](#)**

Driftwood Hospitality Management LLC, based in North Palm Beach, Florida, is one of the fastest growing independent hospitality management and development firms in the country today. Established in January 1999 by David Buddemeyer, Driftwood or its affiliates owns and/or manages more than 40 hotels comprising approximately 8,400 rooms throughout the U.S., the Bahamas and Central America. The company manages a

variety of lodging types, from destination resorts to downtown convention hotels to suburban hotels and inns. Many of the company's hotels are affiliated with nationally recognized hospitality franchises, including Crowne Plaza, Holiday Inn, Doubletree, Radisson, Sheraton, Hampton Inn, Courtyard by Marriott, Wyndham Garden and Hotel Indigo. For more information, see [www.driftwoodhospitality.com](http://www.driftwoodhospitality.com).

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