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**The Peabody Orlando Earns Forbes Four-Star Rating for 23<sup>rd</sup> Consecutive Year**

**Orlando, Fla...** *Forbes Travel Guide* today announced The Peabody Orlando has once again earned its coveted Four-Star rating and will continue its reign as the largest non-gaming hotel in the United States to earn this distinction. Recognized for its excellence in hospitality and service, The Peabody Orlando has now received the Four-Star rating for 23 consecutive years.

“We are honored to once again be recognized with the *Forbes Travel Guide* Four-Star award,” said Alan Villaverde, president, operations and managing director, The Peabody Orlando. “Our associates are dedicated to providing our guests with the highest quality of service. This award is a testament to their hard work and commitment to our unparalleled Peabody Service Excellence® standards.”

As part of the 54<sup>th</sup> *Forbes Travel Guide* Annual awards, The Peabody Orlando will be showcased with all of the 2012 award winners on [Startle.com](http://Startle.com), a new interactive website of *Forbes Travel Guide*. Launched today, the site features exclusive offers, or “Star Experiences”, thousands of unique photos and videos on award-winning properties and destinations, social activity and access to some of the world’s leading luxury hospitality brands and tastemakers, and original expert answers to the questions of travel from *Forbes Travel Guide* inspectors. With its expert content, social connections, curated lists, and exclusive offers and experiences, *Startle.com* delivers a one-of-a-kind destination online for the most discerning travelers.

The Peabody Memphis and The Peabody Little Rock were also awarded the *Forbes Travel Guide* Four-Star rating for 2012, acknowledging all three Peabody Hotels on the list of 539 Four-Star designated hotels and resorts located throughout the United States, Canada, Beijing, Hong Kong Macau and Singapore.

“Our annual ratings represent the best of the best in hotels, restaurants and spas. They serve as guideposts for consumers who are looking for exceptional travel experiences,” said Shane O’Flaherty, President, Inspections & Ratings, *Forbes Travel Guide*. “This year, we are thrilled to be able to provide rich new content for each of our Five-Star and Four-Star honorees on our just-launched travel planning platform, *Startle*. It’s a whole new way to explore which of these select properties is right for you.”

*Forbes Travel Guide* has been a trusted resource for travelers by providing comprehensive reviews of the world’s hotels for more than 50 years. To achieve Four-Star status, a hotel must demonstrate quality, value and a superior experience that exceeds bar-setting service standards which are determined by un-announced visits from *Forbes Travel Guide*’s expert anonymous inspectors. From check-in to departure, inspectors consider every aspect of their experience and evaluate hotels on hundreds of standardized criteria for excellence, making it one of the most extensive review processes in the hospitality industry.

For more information about *Forbes Travel Guide* ratings, please visit [www.forbestravelguide.com](http://www.forbestravelguide.com).

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**About The Peabody Orlando:**

The Peabody Orlando, opened in November 1986, is a staple in the Orlando-area convention and tourism industry and famous for its Peabody Ducks. The hotel has received the prestigious *Forbes Travel Guide* Four Star rating for 23 consecutive years. Located directly across from and adjacent to the Orange County Convention Center and in the heart of the International Drive entertainment district, The Peabody Orlando currently offers 1,641 ultra-luxurious guestrooms, 300,000 total square feet of state-of-the-art, flexible function space, a 22,000-square-foot, full-service spa, salon and fitness center and ten delectable dining and entertainment options. Peabody Hotels, comprising The Peabody Orlando, The Peabody Memphis and The Peabody Little Rock (all Forbes Travel Guide Four Star rated hotels) is a division within the portfolio Peabody Hotel Group of Memphis, Tennessee. To learn more, please visit [www.PeabodyOrlando.com](http://www.PeabodyOrlando.com) or [www.PeabodyMeetings.com](http://www.PeabodyMeetings.com), connect on [Facebook](#) or follow on [Twitter](#).

**About Forbes Travel Guide**

Forbes Travel Guide, originator of the prestigious Mobil Travel Guide Star ratings and certifications, has provided the most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. In October 2009, Mobil Travel Guide announced a strategic partnership with Forbes Media LLC. This exclusive licensing agreement between two industry leaders with more than 140 years of combined experience transfers the hospitality industry's premier star rating and travel guide brand from ExxonMobil to Forbes. Forbes Travel Guide has a team of expert inspectors who anonymously evaluate properties against rigorous and objective proprietary standards, providing consumers the insight to make better-informed travel and leisure decisions.