



Caribe Royale and Buena Vista Suites Partner with Stash Hotel Rewards
Now Part of the Largest Point-Based Program for Independent Hotels in the U.S.

Orlando, FL – August 20, 2010 – Caribe Royale All-Suite Hotel & Convention Center and Buena Vista Suites today announced their partnership with Stash Hotel Rewards™, an innovative hotel rewards program that enables travelers to quickly earn free nights at distinctive, independent hotels without blackouts or inflexible category restrictions. Guests of Caribe Royale and Buena Vista Suites can now earn points toward free nights each time they stay at any of the 81 distinctive hotels in more than 63 cities that participate in Stash.

Together, the Caribe Royale and Buena Vista Suites comprise THE CARIBE™, the southeast's largest all-suite hotel complex. Both hotels offer unique amenities and spacious suite accommodations along with exceptional meeting facilities. The Caribe Royale features 1,218 one-bedroom suites and 120 two-bedroom villas, along with a tropical pool complete with waterfalls and 75 foot waterslide. Buena Vista Suites is home to 279 one-bedroom suites and offers daily complimentary breakfast buffet. The complex offers an array of dining choices with charge-back privileges at either property. The complex is located just 1.5 miles from Disney, and both hotels offer complimentary scheduled transportation to the Walt Disney World™ Theme Parks and an evening shuttle to the Downtown Disney™ area. Stash guests can earn and redeem points while enjoying one of the world's most popular vacation destinations.

“For over a decade we have searched for a program that would allow us to reward our guests in a manner consistent with their needs, and Stash Hotel Rewards is exactly the program we've been seeking,” states Eric Rosenbaum, vice president of Sierra Lodging, Inc. “In today's economy, travelers are forced to make decisions that will impact their budget now and in the future. But most guests appreciate the unique service that independent hotels offer. Stash Hotel Rewards allows guests to save money, earn points for future stays, and yet still enjoy the independent hotel experience.”

Guests can easily sign up for a free account at the Stash website www.stashrewards.com. Points can be earned immediately and never expire. Redemption is simple and free from inflexible restrictions. Additionally, Stash members have access to exclusive travel deals; for example, point bonuses matched to a member's travel history, or weekend get-away offers customized to a member's home city.

About THE CARIBE™

The jointly owned and operated Caribe Royale All-Suite Hotel and Convention Center and the adjacent Buena Vista Suites Hotel, both located in the Lake Buena Vista area, 16 miles from Orlando International Airport, combine to form THE CARIBE™, Orlando's largest independently owned all-suite hotel combination which boasts more than 1600 suites and more than 150,000 square feet of meeting space.

More information about the Caribe Royale and Buena Vista Suites is available by visiting <http://www.thecaribeorlando.com/>. The Caribe Royale and Buena Vista Suites are properties of the Sierra Land Group in Glendale, California.

About Stash Hotel Rewards

Stash Hotel Rewards is a hotel rewards program where members earn and redeem points at authentic, independently-run hotels across the U.S. Launched in May 2010, Stash makes it easy for inspired travelers to break free from big, bland hotel chains and stay where they really want. Stash was founded on a belief in the happiness-producing power of traveling to places that convey a unique and interesting story – places with soul. It's a belief that is shared with the independent hoteliers and the independently-minded travelers the company was created to serve.

Press inquiries

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