



THE RESORT AT PEDREGAL

PRESS RELEASE

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THE RESORT AT PEDREGAL APPOINTS JORGE VILLARREAL AS NEW DIRECTOR OF SALES AND MARKETING

CABO SAN LUCAS, Mexico (May 5, 2017) – *The Resort at Pedregal*, Los Cabos' premier Five Diamond, Five Star destination resort, is pleased to welcome Director of Sales and Marketing Jorge Villarreal to the team. In his new role, Villarreal will be responsible for the continued success of the resort where he will oversee all hotel sales, marketing and communication initiatives, directing group sales strategies and implementing target marketing initiatives in order to maximize revenue opportunities and property goals.

"Behind every great resort is a dynamic leader, and Jorge brings unparalleled dedication coupled with his years of industry experience to The Resort at Pedregal," said General Manager Fernando Flores. "His enthusiasm is contagious and together with our team, he will bring vibrancy to the destination's leading resort."

With 20 years of experience in sales director and management roles, Villarreal brings a comprehensive knowledge of the luxury hospitality industry acquired through his extensive background at an assortment of luxury resorts. Most recently, Jorge was the opening director of sales and marketing at The Cape, a Thompson Hotel in Cabo San Lucas, Mexico, which under his leadership received various prestigious awards and accolades upon opening. After launching his career at the Hyatt Continental in Acapulco, Mexico, he spent most of his career in Los Cabos, having held various director of sales roles at Villa La Estancia Resorts & Spas, Los Cabos, Presidente InterContinental, Los Cabos, and One&Only Palmilla where he learned from the late visionary hotelier Edward Steiner. Villarreal has a terrific overview of the Mexican hospitality market, having also worked as the director of sales at Villa La Estancia Resorts & Spas, Riviera Nayarit, and Fiesta Americana Grand Coral Beach Cancun.

"I am honored for the opportunity to shine a light on this alluring property that's such a standout in Los Cabos," said Jorge. "I look forward to continuing the resort's success by ushering in a new class of luxury leisure, business and group travelers."

Villarreal graduated from the Universidad Iberoamericana in Mexico City where he received his degree in Hospitality Management. In his free time, he enjoys playing golf, long-distance running, and exploring new places to travel with his wife, Lupita, and two daughters.

For more information on The Resort at Pedregal, please visit www.theresortatpedregal.com.

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About The Resort at Pedregal, Cabo San Lucas, Mexico

The majestic Resort at Pedregal lies on Cabo San Lucas' most coveted parcel of land – an extraordinary, 24-acre site at the southernmost tip of Mexico's Baja California Peninsula. The exclusive haven, accessible only by the private Dos Mares tunnel, is just minutes from bustling downtown Cabo San Lucas, yet seemingly worlds apart. The

Resort at Pedregal offers unprecedented luxury, sophistication and personalized service from a team of Personal Concierges who are available around- the-clock to assist guests with their requests. The property boasts 113 rooms, suites and multi-bedroom residential style villas including the Dos Mares suites, two beachfront villas, Casa Bella Vista, and the presidential villa. The resort also features an award-winning signature spa, Luna y Mar, in addition to a distinctive dining program with culinary offerings including Don Manuel's, El Farallon, Crudo and Beach Club.