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MEDIA CONTACT:

Samantha Jacobs / Rebecca Rakitin

M. Silver Associates Inc.

954/765-3636

Samantha@msilver-pr.com / Rebecca@msilver-pr.com

**SHERATON NASSAU BEACH RESORT APPOINTS
STEVE KOTH ACCOUNT DIRECTOR, CANADA AND THE NORTHEAST US**

Nassau, The Bahamas (November 8, 2010) – The Sheraton Nassau Beach Resort, located in Nassau, The Bahamas, has announced the appointment of Steve Koth to the position of Account Director for Canada and the Northeast United States. As the Sheraton Nassau Beach Resort expands its group business and offerings heading into 2011, Koth, a seasoned sales professional is expected to aid the resort’s sales team in overall growth.

Based in Toronto, Koth will be responsible for managing group business throughout Canada and the Northeast US, in order to continue educating the group market regarding the resort’s evolving capabilities. Koth will also participate in sales-related meetings, attend trade shows and community events, and work with other departments within the hotel to provide quality service to customers.

“We are excited to bring Steve Koth onboard as a new addition to our group sales team at the Sheraton Nassau Beach Resort,” said Andrew Neubauer, Director of Sales and Marketing for the Sheraton Nassau Beach Resort. “Steve has demonstrated consistently strong revenue production in the past, and we believe his track record speaks volumes for what he can achieve in this newly created position for our resort.”

Koth comes to the Sheraton Nassau Beach Resort with nearly 20 years of sales experience, mostly within the hospitality industry. For the past four years, he served as the Canada Meeting and Incentive Group Sales Manager for SuperClubs Resorts, where he developed meeting and incentive business

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across the country by identifying and building relationships with incentive houses, travel agencies and corporate clients, effectively increasing group sales consistently by 60% per year. Prior to that, Koth was the Western Canada Sales Manager for SuperClubs Resorts for eight years, where he actively managed a territory from Manitoba to British Columbia, increasing sales by over 30% per year and consistently increasing market share.

Koth started his career in hospitality at Conquest Vacations as the British Columbia Sales Representative, aiding in the increase of sales through product training, sales calls, industry events and trade shows. He was also a Sales Executive for the Wynford Group and Naylor Event Management, as well as the owner and head instructor of a martial arts school for four years. Koth received a Bachelor of Arts degree in History and Political Science from York University in Ontario, Canada.

For more information on the Sheraton Nassau Beach Resort, or to inquire about group packages and offerings, call (866) 716-8106 or visit www.sheratonnassau.com.

About the Sheraton Nassau Beach Resort

Situated on a 1,000-foot stretch of one of Nassau's spectacular white-sand beaches, the 694-room Sheraton Nassau Beach Resort is set on seven exquisite acres of stunning waterscape, including three freshwater pools with flowing waterfalls, a swim-up bar and oversized whirlpools nestled among tropical landscaping. The resort houses six restaurants and lounges serving a variety of island specialties and international cuisine. The Sheraton Nassau Beach Resort is 15 minutes from Nassau's Lynden Pindling International Airport, which is serviced by a number of domestic and international carriers. Visit the Sheraton Nassau Beach Resort on [Facebook](#) and [Twitter](#).

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