



Wilderness at the Smokies Hotel and Waterpark

McGregor Named General Manager of Wilderness at the Smokies Hotel

6-Story, 234-Room Events Center Hotel to Open June, 27 2008

For Immediate Release

Sevierville, TN May 29, 2008. David McGregor, a lodging and hospitality veteran, has been appointed general manager of the 6-story, 234-room Wilderness at the Smokies Hotel and Waterpark which will open June 27, 2008. The hotel is adjacent to the City of Sevierville's new 240,000 sq. ft. Events Center, which opened in September 2007. The hotel, featuring an outdoor waterpark, is one of the key amenities at Bridgemont, a 1000-acre resort city vacation destination.

McGregor most recently served as Area Director of Operations for Commonwealth Hotels, Inc., which operates a number of full-service hotels under the Marriott, Hilton and Embassy Suites flags as well as select service hotels under the Hampton Inn, Residence Inn and Courtyard brands. McGregor is an experienced hotel industry executive and brings over 20 years of domestic and international knowledge to Wilderness Resorts at the Smokies Hotel and Waterpark.

McGregor will be responsible for the hotel's opening, operations and will serve as Wilderness at the Smokies' liaison to the adjacent Events Center, owned and operated by the City of Sevierville's Public Building Authority. Additionally, McGregor's experience and reputation will help establish the property as one of the premiere vacation destinations in the Southeast.



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The hotel is the first resort hotel in Sevierville and the fourth Wilderness Resort property in the United States. In addition to well-appointed and spacious guest rooms, the full service resort will offer dining, waterpark, arcade, workout facility, coffee shop and just over 5,000 square feet of meeting space to compliment the City of Sevierville Events Center.

McGregor will also be General Manager for River Lodge, a condominium hotel, scheduled to open in December. The hotel will feature 472 luxury 1, 2, or 3 bedroom condominiums connected to 150,000 square feet of indoor and outdoor waterparks.

In anticipation of the hotels grand opening, June 27, 2008, Wilderness at the Smokies Hotel and Waterpark has begun taking reservations. For reservations or more information, contact 1-877-325-9453 or visit www.wildernessatthesmokies.com

About Wilderness Resort at the Smokies

Wilderness at the Smokies is located at Bridgemont, a resort-city vacation destination with spectacular views of the Smoky Mountains, situated on 1000-acres of prime real estate in Sevierville, Tennessee.

In addition to the 234-room hotel, Wilderness at the Smokies will be opening an outdoor waterpark facility, with cabins, condominiums, and vacation ownership properties. Billed as "Every Vacation In One Destination," Bridgemont is



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establishing a world-class vacation destination in the nation's 6th most visited tourist destination in the country.

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