



VIRGINIA'S TIDES INN ANNOUNCES NEW DIRECTOR OF SALES BRENT WOODYARD

The timeless coastal resort promotes a Tides Inn veteran and Virginia market expert to its executive team.



*The Tides Inn Director of Sales, Brent Woodyard
(Photo credit: The Tides Inn)*

(IRVINGTON, VA; October 14, 2019) – [The Tides Inn](#)—an iconic waterfront resort located in Irvington, Virginia—announces the appointment of its new Director of Sales Brent Woodyard. With over 36 years of hospitality and leadership experience, including three years with the Tides Inn's sales team and an extensive background working with Virginia hotels, the Tides Inn is pleased to promote Woodyard from his previous role as the resort's Associate Director of Sales. He will continue to draw on his passion for guest services, industry expertise and intimate understanding of Virginia's hospitality, as well as oversee all sales, reservations, and service strategies for leisure and group travelers at the resort.

Woodyard has played a tremendous role in supporting the resort's recent developments including the roll out of its new electric Duffy Boat program—offering self-guided experiences and nightly sunset cruises—as well as the launch of Fish Hawk Oyster Bar, the Tides' newest coastal eatery. Woodyard enthusiastically embraces the hotel's ongoing evolution and motivates his team to leverage these additions to meet target goals and exceed guest expectations.

"It has been a joy to be a part of the Tides Inn team, particularly through this period of momentous growth," says Woodyard. "In this new role, I look forward to continuing to share my industry knowledge and familiarity with Virginia's travel market. My mission is to craft memorable and enriching experiences for our clients and guests that showcase the very best the resort has to offer."

Throughout his extensive career, Woodyard has served in numerous leadership positions, developing his management skills and honing his knowledge of the region's hospitality industry. Prior to joining the Tides Inn team, he spent more than a decade at Boar's Head Resort, the only Four

Diamond resort in Charlottesville, Virginia. Woodyard advanced quickly, serving as Director of Guest Services and Member Services Director before being appointed National Sales Manager, where he earned the recognition of Star Employee for outstanding personal service. He also served as Conference Services Manager at Wintergreen Resort in Wintergreen, Virginia, overseeing the resort's 40,000 square feet of indoor and outdoor meeting and event space and award-winning banquet department.

Born in Clifton Forge, this native Virginian currently resides in Crozet with his chocolate Labrador Emma. When he's not at the office, Woodyard spends his time outdoors gardening, grilling, camping, fishing, boating and taking road trips along the eastern shore.

About the Tides Inn

[The Tides Inn](#) is a beloved coastal Virginia retreat and intimate resort boasting nearly a half mile of waterfront, surrounded by the splendor of the Chesapeake Bay's sparkling channels. First opened in 1947 on the site of the historic Ashburn Farm, the Tides Inn offers 106 guestrooms including 22 suites perched upon a private peninsula overlooking the stunning greenery and serene waters of Carter's Creek. Distinctively located where the Virginia Wine Trail and the Virginia Oyster Trail meet, the Tides Inn's two unique dining concepts are renowned for their tide-to-table cuisine, immersion in authentic regional flavors and al fresco dining options with sweeping waterfront views. This year, the Tides Inn's newest eatery [Fish Hawk Oyster Bar](#) joins the popular Chesapeake Restaurant & Terrace, offering a selection of coastal classics, outdoor oyster roasts and raw bar featuring a rotation of locally sourced oysters and an extensive wine, beer and cocktail menu. Amenities and activities include the Tides Inn's new electric Duffy Boat cruises, exclusive Oyster Academy experience, full-service spa, fitness and wellness experiences, 18-hole championship Golden Eagle Golf Course, a 60-slip marina, interactive sailing school, Bayside Explorers children's program and much more. At the Tides Inn, guests enjoy a picturesque, tranquil setting that is perfect for reconnecting and evoking memories of a simpler time. Located in Irvington, VA, the Tides Inn is a part of the [Enchantment Group](#) portfolio of award-winning properties. For more information please visit: tidesinn.com.

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