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Hilton Worldwide Introduces The Franklin Hotel Chapel Hill to Curio – A Collection by Hilton

Hilton Hand-Picks Southern Gem to Join Global Collection of Distinctive Hotels

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) today welcomed The Franklin Hotel Chapel Hill to its growing global brand, [Curio – A Collection by Hilton](#). Selected for its strong connection to the community and tradition of excellence among guests, The Franklin Hotel Chapel Hill offers travelers the local discovery and authentic travel experiences at the core of the Curio brand.

“The local charm and intimate feel of The Franklin is exactly what we’re seeking when hand-picking new members of our Curio collection,” said Dianna Vaughan, global head, Curio – A Collection by Hilton. “The hotel is already a favorite among travelers to the area. Through the Curio brand partnership, we intend to preserve what makes The Franklin so unique while also offering new opportunities for both the hotel owners and guests through the assurance of the Hilton name, and the benefits of our invaluable HHonors loyalty program.”

On historic Franklin Street, right in the heart of downtown, The Franklin Hotel Chapel Hill marries classic European-inspired architecture and modern furnishings with personalized hospitality. Exceptional guest rooms feature furnished terraces overlooking downtown, while inside an extensive pillow menu and Egyptian cotton linens ensure a restful night’s sleep. In addition to 60 standard guest rooms, the hotel has two presidential suites and five executive suites for those seeking even more space and luxury. Taking the extra step to anticipate and fulfill guests’ needs, a stay at The Franklin includes complimentary parking, breakfast and Wi-Fi. Future guests can also expect exciting updates to the hotel’s public spaces, which are slated to take place throughout 2015.

“Our guests love the uncommonly personalized attention that we deliver upon each visit,” said Jay Patel, co-owner, Wintergreen Hospitality and The Franklin Hotel. “Joining Curio—which by definition maintains the independent feel of each of its hotels—allows us to bring this unique and proactive form of hospitality to an even wider audience thanks to reach of the Hilton name.”

Just 25-minutes from the airport by car, The Franklin is adjacent to the University of North Carolina at Chapel Hill and is walking distance to many top restaurants, businesses and attractions, including Ackland Museum, Morehead Planetarium, Dean Smith Center, Research Triangle Park and Cat’s Cradle.

The hotel is home to two dining options. For complimentary breakfast, guests congregate on the second floor at *Windows*, which serves cooked-to-order favorites in addition to a hot and

cold buffet. *Roberts*, a bistro-lounge with the only covered outdoor seating on Franklin Street, offers a savory selection of burgers, sandwiches, salads, flatbread pizzas and desserts. Diners enjoy weekly live music performances and Wi-Fi throughout the restaurant. For private events, 3,000 square feet of flexible banquet and meeting space is available including a Grand Terrace ballroom with floor-to-ceiling windows.

Existing reservations are intact at The Franklin Chapel Hill, and current and future guests may immediately begin using and redeeming Hilton HHonors® points. Customers may book new reservations by visiting www.hhonors.com, www.franklinhotelinc.com or calling 1-800-HILTONS. The property will be bookable on www.curiocollection.com as of December 2, 2014.

As members of the Hilton Worldwide portfolio, Curio hotels will offer guests the benefits of Hilton HHonors, the award-winning guest-loyalty program serving more than 40 million members. Hilton HHonors offers more ways to redeem points than any other guest-loyalty program.

More information about Curio may be found at curiocollection.com. Media may access high resolution images and more information by visiting news.curiocollection.com.

Read more about Hilton Worldwide and its brand news at www.hiltonworldwide.com.

About Curio – A Collection by Hilton

Curio – A Collection by Hilton (curiocollection.com) is a global collection of distinctive hotels that are woven into the fabric of their destinations. While each one is unique, they are united in their individuality. Curio guests are passionate travelers seeking local discovery and authentic experiences, while resting easier knowing the Hilton name is behind every stay.

Curio joins a portfolio of market-leading brands from Hilton Worldwide, a leading global hospitality company. Access the latest news at news.curiocollection.com or inquire about development opportunities at hiltonworldwide.com/development.

About Hilton Worldwide

Hilton Worldwide (NYSE:HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of eleven world-class global brands is comprised of more than 4,200 managed, franchised, owned and leased hotels and timeshare properties, with more than 690,000 rooms in 93 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit news.hiltonworldwide.com more information and connect with Hilton Worldwide at www.facebook.com/hiltonworldwide, www.twitter.com/hiltonworldwide, www.youtube.com/hiltonworldwide, www.flickr.com/hiltonworldwide and www.linkedin.com/company/hilton-worldwide.

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