

November 19, 2015



Hilton Worldwide Welcomes The Virginian Lynchburg to Curio Collection

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE: HLT) today announced that The Virginian Lynchburg hotel will join [Curio – A Collection by Hilton](#), a global set of upscale and luxury hotels hand-picked for their distinctive character and personality, appealing to passionate travelers seeking local discovery.

An iconic hotel originally built in 1913, The Virginian Hotel is now undergoing renovations expected to be completed in early 2017. When opened, the hotel will be named The Virginian Lynchburg, Curio Collection by Hilton and will offer 115 high-end guest rooms, a luxurious ballroom and conference center, roof top lounge, artisan café and coffee shop and a restaurant and bar that will offer traditional specialties with a modern twist.

“Curio – A Collection by Hilton is excited to partner with this iconic hotel,” said Bill Fortier, senior vice president, development - Americas, Hilton Worldwide. “With Hilton’s industry and regional expertise, combined with the draw of the newly renovated space and the hotel’s antique charm, The Virginian Lynchburg will certainly be an appealing choice for all types of travelers.”

When it opens in early 2017, The Virginian Lynchburg will seamlessly fit into a community in the midst of a renaissance. Experiencing a nearly 20% population growth since 2000, the city was recently recognized by *Forbes* as a top 100 Best Small Places for Business and Careers.

“The Lynchburg community deserves the revitalization of this iconic hotel, which is being made possible by the creative vision of an experienced development team and the progressive cooperation and partnership with the City of Lynchburg and the Lynchburg Economic Development Authority. Our team continues to work tirelessly to bring The Virginian back to life in the best way possible. We promise to stay close to the design roots of this early 20th century architectural treasure, while ensuring that it surpasses expectations as a modern and luxurious new hotel,” said Blair Godsey, development partner, Altus Group.

The Virginian Lynchburg will be located at 712 Church Street in downtown Lynchburg, within walking distance of the James River, Amazeement Square Children’s Museum, the Lynchburg Museum and the Blackwater Creek Natural Area. In addition, The Academy of Fine Arts will complete the restoration of a 1905 historic theatre in early 2018, providing a unique entertainment destination that is only one block away. The city will convert 8th Street between Church Street and Main Street from a one-way street, to a two-way street to accommodate construction access during the renovations and for added convenience to the visiting public once the hotel is complete.

“We are thrilled to welcome the Curio collection’s first property in Virginia,” said Dianna Vaughan, global head, Curio – A Collection by Hilton. “It is an exciting time for the brand with more than 70 properties and 16,000 rooms currently open or in various stages of development, and The Virginian Lynchburg will be a key player in continuing this momentum and shaping our diverse portfolio.”

The project is being designed by Brooks Stanley and Commonwealth Architects with Interior Design by Baskervill, all based in Richmond, Virginia. Cityscape, led by development partner George Stanley, is the design build general contractor. Cornerstone Hospitality, based in Williamsburg, Virginia is working alongside the development team and will operate the hotel upon completion.

As members of the Hilton Worldwide portfolio, all Curio hotels, including The Virginian Lynchburg, Curio Collection by Hilton, participate in Hilton HHonors®, the only hotel loyalty program that allows members to earn Points & Miles® on the same stay and No Blackout Dates on reward stays. HHonors members always get our lowest price with our Best Price Guarantee, along with HHonors Points, digital check-in and no booking fees only when they book directly through Hilton.

For more information on The Virginian Lynchburg, Curio Collection by Hilton visit curiocollection.com. Media may access high resolution images and more information by visiting news.curiocollection.com.

About Curio – A Collection by Hilton

Curio – A Collection by Hilton™ (curio.com) is a global set of remarkable upscale and luxury hotels hand-picked for their unique character and personality; each one a part of the city they call home. Curio guests are passionate, independent-minded travelers seeking local and authentic experiences who value the added peace-of-mind that comes with the Hilton name and award-winning Hilton HHonors program. Curio joins a portfolio of world-class brands from Hilton Worldwide, a leading global hospitality company. Come discover the latest stories at news.curio.com, connect with us on [Facebook](https://www.facebook.com/curio), [Instagram](https://www.instagram.com/curio) and [Twitter](https://twitter.com/curio) 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 96 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of twelve world-class global brands is comprised of more than 4,500 managed, franchised, owned and leased hotels and timeshare properties, with more than 745,000 rooms in 97 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio – A Collection by Hilton, DoubleTree by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide at facebook.com/hiltonworldwide,

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Source: Hilton Worldwide