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The Hotel Roanoke & Conference Center – a National Historic Landmark – Joins Curio – A Collection by Hilton

Stately, Fully-Restored, Tudor-Style Landmark Hotel Begins a New Era with Hilton Worldwide as Comprehensive Upgrades and Renovations Blend Luxury and Timeless Elegance

ROANOKE, Va. & MCLEAN, Va.--(BUSINESS WIRE)-- The Hotel Roanoke & Conference Center, with history dating back more than 130 years, has announced it will join [Curio – A Collection by Hilton](#) as the brand's first hotel in Virginia on February 28.

As Hilton Worldwide's (NYSE: HLT) rapidly-expanding global collection of distinctive upscale and luxury hotels, Curio caters to passionate travelers seeking local discovery and authentic experiences. The fully-restored hotel – managed by Benchmark Resorts & Hotels and owned by Virginia Tech Real Estate Foundation – features local history throughout, and is connected to a state-of-the-art, 63,000-square-foot conference center.

“As a landmark with deep roots in the Roanoke community, this magnificent hotel perfectly embodies the Curio spirit of individuality and authenticity,” said Dianna Vaughan, global head, Curio – A Collection by Hilton. “With its adjoining conference center, easy downtown access and ideal location within the surrounding Blue Ridge Mountains region, The Hotel Roanoke & Conference Center is an ideal choice for business and leisure guests.”

Originally built in 1882, the beautiful Tudor-style Hotel Roanoke retains aspects of the 1939 reconstruction, including marble floors and walnut paneling. Other unique hotel features include decorative murals of historical Virginia events and artwork from local and regional artists. Designated as a National Historic Landmark, the hotel is also part of Historic Hotels of America and has hosted notable celebrities and dignitaries for well over a century and is arguably one of the region's most recognized and celebrated community gathering places for the last 134 years.

The hotel, formerly a DoubleTree by Hilton Hotel property, features 330 luxuriously appointed guest rooms designed for today's modern traveler. The hotel's long-time General Manager, Gary Walton, will continue to lead the property's current staff of dedicated Team Members who have a strong sense of pride for their excellence in service.

Features and amenities include complimentary Wi-Fi, large flat-screen HDTVs and a coffeemaker with gourmet coffee and tea. The hotel also offers a variety of spacious suites – ranging from the Hospitality Suite, which is perfect for entertaining, to the 1,680-square-foot Governor's Suite on the top floor, with sweeping views, a private rooftop terrace and a working fireplace.

Additional highlights include valet parking, complimentary shuttle service, a sundry shop and an electric vehicle charging station complimentary for the public and guests. The Hotel Roanoke & Conference Center also boasts a fitness center with state-of-the-art Life Fitness aerobic and weight training equipment and a 24-hour business center. For guests looking to refresh and rejuvenate, the hotel offers in-room spa services and a seasonal outdoor swimming pool with a year-round hot tub.

The announcement comes on the heels of region-wide, record-breaking occupancy rates recently announced by the Roanoke Valley Convention & Visitors Bureau and experienced by The Hotel Roanoke & Conference Center. Virginia's Blue Ridge region is poised to become the metro-mountain travel destination of the East and, as a part of Curio – A Collection by Hilton, The Hotel Roanoke & Conference Center will continue to proudly serve as the welcoming embrace to visitors from around the world.

"This storied hotel offers the perfect blend of history, exceptional hospitality, Benchmark's reputation as a global leader in the operation of first rate hotel & conference centers, and the worldwide reputation for excellence of Hilton," said Alex Cabañas, chief executive officer of Benchmark Hospitality International. "As a recognized leader in the operation of meetings properties globally and our ongoing successful management of The Inn at Virginia Tech and Skelton Conference Center on the university's campus, Benchmark Hospitality International is strategically poised to take this exceptional property to the next level."

Comprehensive upgrades and renovations on all guest rooms are currently underway or are already complete and being strategically implemented to ensure there are no disruptions for guests. Taking care to respect The Hotel Roanoke & Conference Center's historic significance, renovations will reestablish the iconic structure as a world-class leader in hospitality. Work is expected to be finished by Q3 of this year.

With more than 63,000 square feet of flexible conference and event space, The Hotel Roanoke & Conference Center can accommodate events for more than 1,200 guests. Highlights of the high-tech facility include a beautiful garden courtyard, the more than 14,000-square-foot Roanoke Ballroom, a state-of-the-art theater and the 5,000-square-foot Crystal Ballroom, which can accommodate up to 450 guests for a wedding reception or event. In addition to a variety of customized catering options that can be designed for an event of any size, the conference center features a full-service Business Center with extensive onsite support, including computer and administrative services.

The Hotel Roanoke & Conference Center's dining options capture the heart and spirit of the region thanks to fresh local ingredients and the skilled guidance of Executive Chef Stephen DeMarco. The Regency Room – featuring award-winning French-inspired Southern cuisine – dates back to 1938 and has been an icon of the Roanoke social and culture experience. Menus are changed seasonally with specialties that include peanut soup, signature crab cakes and bananas foster. For guests looking to relax in a distinguished atmosphere – complete with a fireplace and billiards – The Pine Room Pub offers a lighter menu during the evening hours. Formerly a World War II officer's club, The Pine Room Pub also features a variety of specialty dishes, cold local craft beers and an extensive wine list.

As a Curio – A Collection by Hilton property, The Hotel Roanoke & Conference Center participates in the Hilton HHonors® loyalty program, which is open to all guests and free to join. Visit [here](#) for enrollment information. HHonors members always get our lowest price with our Best Price Guarantee, along with HHonors Points, free standard Wi-Fi, access to

digital check-in and Digital Key, and no hidden fees, only when they book directly through Hilton.

Gold and Diamond HHonors members staying at The Hotel Roanoke & Conference Center will enjoy complimentary breakfast for up to two registered guests per room – or bonus points – and space-available room upgrades. Additionally, Diamond members and up to one additional registered guest in the same room will always enjoy access to the hotel's newly-renovated Executive Lounge regardless of room type. To celebrate the opening, guests staying at least two nights when booking the best available rate will receive 1,000 bonus HHonors points per stay between March 1 and June 1, 2016.

The Hotel Roanoke & Conference Center, Curio – A Collection by Hilton, is located at 110 Shenandoah Avenue, Roanoke, Virginia 24016. For more information or to make a reservation, travelers may visit curio.com or call 1-540-985-5900.

Media may access additional information and high-resolution images for The Hotel Roanoke & Conference Center, Curio – A Collection by Hilton at news.curio.com/Roanoke. For more news on Curio – A Collection by Hilton, visit news.curio.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](#), [Instagram](#) and [Twitter](#) or inquire about development opportunities at hiltonworldwide.com/development.

About The Hotel Roanoke & Conference Center

Designated as a National Historic Landmark, The Hotel Roanoke & Conference Center has 330 luxuriously appointed guestrooms and a 63,000-square-foot, high-tech conference center. It is a joint project of Hotel Roanoke LLC, the City of Roanoke and Virginia Tech.

About Benchmark Hospitality International

Benchmark Hospitality International® is a recognized global leader in the management and marketing of resorts, hotels and conference centers. The company's two distinctive portfolios of properties, Benchmark Resorts & Hotels® and Personal Luxury Resorts & Hotels®, represent the finest in guest-dedicated hospitality in unique destinations across the United States, in the Caribbean and Japan. Benchmark Conference Centers® maintain the highest standards for certification in meeting excellence. Benchmark Hospitality was launched in 1980 as an independent company and today operates worldwide from offices in The Woodlands (Houston), Texas, and regional offices in New Jersey, Washington State, Japan and Chile. For additional company information visit benchmarkhospitality.com. To become a fan on Facebook, visit facebook.com/BenchmarkResortsandHotels, or follow us on Twitter at twitter.com/BenchmarkHotels.

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 97 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of thirteen world-class global brands is comprised of more than 4,600 managed, franchised, owned and leased hotels and timeshare properties, with more than 758,000 rooms in 100 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, Tru 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, twitter.com/hiltonworldwide, youtube.com/hiltonworldwide, flickr.com/hiltonworldwide, and linkedin.com/company/hilton-worldwide.

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Rachel Kenon

Hilton Worldwide

+1 703 883 5333

rachel.kenon@hilton.com

or

Aaron Kokoruz

For Hilton Worldwide

+1 404 879 9234

aaron.kokoruz@ketchum.com

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