

## Rose Hall Resort & Spa Joins Hilton Hotels & Resorts

2008-07-15

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### Jamaican Beachfront Resort Now Offers Guests Access to Exclusive Hilton Services and Benefits

Following an extensive \$40 million renovation, the Rose Hall Resort & Spa, A Hilton Resort, emerges today as the newest member of the Hilton Hotels & Resorts portfolio. The evolution of the deluxe beachfront resort, once a legendary 18th century sugar plantation, includes a new spa and pool environment, and renovated guestrooms, lobby and restaurant. Now guests of Rose Hall Resort & Spa will have access to exclusive Hilton services and benefits, including the ability to participate in the award-winning Hilton HHonors(R) guest loyalty program.

'Rose Hall Resort & Spa has long embodied the historic charm and hospitality made famous by Jamaica,' said Jeff Diskin, senior vice president, Brand Management, Hilton Hotels & Resorts. 'By pairing Hilton's tradition of hospitality and global travel experience with the resort's recently-completed contemporary redesign, full-service amenities and authentic Caribbean environment, we are delivering the highest quality of service to each and every one of our guests.'

Rose Hall Resort & Spa remains owned by affiliates of Blackstone Real Estate Advisors, which also owns Hilton Hotels Corporation. The resort continues to be managed by LXR Luxury Resorts & Hotels under a franchise license agreement with Hilton Hotels & Resorts, a wholly-owned subsidiary of Hilton Hotels Corporation.

As a new member of The Hilton Family of Hotels, Rose Hall Resort & Spa, is now accessible through Hilton's worldwide reservation and global distribution systems. Guests now have the ability to earn points and miles through Hilton HHonors, the only guest loyalty program to offer Points & Miles(R) and No Blackout Dates. Meeting and event planners can earn Hilton Event Planner Points by booking a meeting at the resort and Hilton's e-Advantage and e-Events programs are also now accessible to the corporate travelers and guests booking meetings there. Rose Hall Resort & Spa boasts a total of 14,000 square feet of meeting space, including the renovated Grand Ballroom and a variety of panoramic outdoor venues ideal for weddings and special events.

'We are proud to be part of The Hilton Family and to bring the unique attributes of our newly redesigned resort alongside the far-reaching benefits of one of the world's most prestigious hotel brands,' said Dermot Connolly, general manager, Rose Hall Resort & Spa. 'Since becoming a resort Rose Hall has prided itself on providing a truly personalized and inspired guest experience, a concept that mirrors Hilton's idea that travel is more than going from point A to point B - it's about the journey.'

Rose Hall's dramatic transformation has touched every aspect of the hallmark oceanfront retreat, making it Jamaica's most sought-after beachfront experience. Comprehensive renovations include the top-to-bottom refurbishment of all 488 guestrooms, remodeled meeting space and restaurants, an innovative Poolscape experience and the new Soothe Spa.

Nestled between Jamaica's Blue Mountains and the Caribbean Sea, the all-inclusive Rose Hall Resort & Spa features 54 holes of championship golf including a Robert VonHagge 18-hole course, and Sugar Mill Falls - a spectacular water park with thrill slide, natural lagoons, terraced pools, 'lazy river' and cascading waterfalls. The resort also offers a 1,800-foot stretch of private secluded beach, an exceptional array of restaurants and bars, lighted tennis courts, Kids Klub and watersports center. Rose Hall is located in scenic Montego Bay just 15 minutes from the airport.

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