

Doubletree Opens Tenth North Carolina Hotel

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Doubletree Hotel Rocky Mount Welcomes Guests to a Newly Renovated Hotel Experience in the Coastal Plains

Doubletree(R) Hotels is proud to announce the opening of the Doubletree Hotel Rocky Mount, the brand's tenth hotel in North Carolina. Rocky Mount, which is conveniently located just 50 miles from Raleigh-Durham in the Coastal Plains of North Carolina, is one of a select number of cities that has received the All-America City Award, one of the oldest and most esteemed community awards in the United States. The Doubletree Hotel Rocky Mount welcomes visitors, businesses and residents alike to enjoy this scenic part of the Carolinas by enjoying this hotel's enhanced guest rooms, meeting space and dining facilities.

The Doubletree Hotel Rocky Mount is operated by RB/WH Rocky Mount DB LLC, under a franchise agreement with a subsidiary of Hilton Hotels Corporation. The hotel is managed by Hospitality Ventures Management, LLC.

'We are proud that the Doubletree Hotel Rocky Mount represents the tenth North Carolina hotel in our brand portfolio,' said Dave Horton, senior vice president - brand management for Doubletree Hotels. 'This strategic Doubletree location, which is located halfway between New York and Florida on the heavily traveled Interstate 95 corridor, is located in a thriving community of corporations, colleges, golf courses, museums and other points of interest for both business and pleasure.'

The 166 guest rooms and suites at the Doubletree Hotel Rocky Mount have been completely refurbished to include the brand's signature Sweet Dreams by Doubletree Sleep Experience and complimentary wireless high-speed internet access throughout the hotel. A variety of residential style amenities also have been added to include refrigerators and microwaves, MP3 compatible stereo clock radios and Wolfgang Puck in-room gourmet coffee service, 32' LCD flat screen televisions with in-room movies, music and games. Guest bathrooms feature granite vanities, Neutrogena(R) bath and body products, upgraded lighting and a curved shower rod that allows for 20% more space in the shower.

The Doubletree Hotel Rocky Mount is adjacent to the Gateway Convention Center, offering prime meeting space for business functions and special events. With state-of-the-art audio visual equipment and more than 10,000 square feet of combined meeting and banquet space at both the hotel and at the Gateway Convention Center, the Doubletree Hotel Rocky Mount presents an ideal location for conventions, business meetings and seminars. The Convention Center also offers a ballroom, which is perfect for wedding receptions, family reunions and other special events with up to 500 guests. Creative catering services and a professional staff are also available to help ensure flawless events.

One of the most exciting additions to the Doubletree Hotel Rocky Mount is the famed Texas Steakhouse and Saloon, which offers breakfast, lunch and dinner in both the restaurant and the well stocked 'Saloon.' With more than 30 locations in North Carolina, Virginia and West Virginia, the Texas Steakhouse and Saloon is best known for their delicious Texas style steaks, chicken and ribs. When dining in the restaurant, guests can even have a professional steakologist introduce them to authentic Texas style steaks, which will impress even the most selective diners. For those who prefer to dine in their room, a delicious room service menu is also available.

In addition to providing exceptional dining options, the Doubletree Hotel Rocky Mount presents a variety of ways for guests to unwind and have fun. For guests who want to keep their workout program on track while traveling, a state-of-the-art fitness facility equipped with the latest in cardio and weight training equipment by Precor(R) Fitness is available. An inviting outdoor swimming pool with a sundeck and whirlpool also provides a comfortable setting where guests can relax.

Members of the Hilton HHonors(R) guest reward program may earn Points & Miles(R) for every qualifying stay at the Doubletree Hotel Rocky Mount. Hilton HHonors is the only hotel program that allows members to Double Dip(R) and earn both airline miles and hotel points for each stay at more than 3,000 hotels worldwide¹. And with No Blackout Dates, as long as a standard room is available, members can confirm that room using their Hilton HHonors points.

'Our friendly and attentive hotel team at the Doubletree Hotel Rocky Mount welcomes business and leisure travelers to enjoy a newly refreshed hotel environment and one of the best reward programs in the industry. Along with the brand's legendary warm chocolate chip cookie welcome and combined with a unique level of Southern Hospitality, we look forward to providing our customers with a distinct Doubletree experience,' said Linda Snell, hotel general manager.

Located near the intersection of Interstate 95 and U.S. Highway 64, the hotel address for the Doubletree Hotel Rocky Mount is 651 North Winstead Avenue, Rocky Mount, North Carolina, 27804.

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