



THE HOTEL ROANOKE & CONFERENCE CENTER
A DOUBLETREE HOTEL

NEWS RELEASE
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THE HOTEL ROANOKE & CONFERENCE CENTER OFFERS
HIGH DEFINITION IN ALL GUEST ROOMS

Transition completes upgrades of rooms, amenities

ROANOKE, Va. (January 27, 2010) — With major renovation initiatives completed, The Hotel Roanoke and Conference Center is transforming a historic hotel experience yet again by upgrading in-room technology with high-definition television.

Guests can now relax and unwind with new HD flat-screen televisions with vibrantly sharp high-definition signal in all 331 guest rooms.

After completing a \$6.5 million guest room renovation in 2008, The Hotel Roanoke has embarked on upgrading amenities. With new TVs, guests have access to new HD channels featuring stunning picture quality, detail, depth and color, making their stay even more enjoyable.

“With the advent of high-definition signal and television, our guests can now enjoy the same or even better amenities they have at home with the programs and channels they want in HD,” said Gary Walton, general manager of The Hotel Roanoke and Conference Center.

The hospitality industry is slowly embracing the trend toward true high-definition television given the substantial time and expense required.

“Getting the signal into the rooms is a little trickier than a standard installation in a home,” said Richard Wright, director of operations at The Hotel Roanoke. “The high-definition signal isn’t as simple in residential situations where you just add a box and a cable.”

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“The impression of guestroom amenities is changing and is more challenging now,” said Walton. “As technology advances and guests start demanding more of these amenities, it’s imperative that we stay ahead of the demands to ensure we are offering and meeting the needs of our guests as best as possible.”

For more information visit www.HotelRoanoke.com or to make reservations call 540-985-5900.

ABOUT THE HOTEL ROANOKE & CONFERENCE CENTER

Designated as a National Historic Landmark, the Hotel Roanoke & Conference Center has 331 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 and is managed as a Doubletree hotel by Hilton Hotels Corporation.