



**THE HOTEL ROANOKE & CONFERENCE CENTER**  
**A DOUBLETREE HOTEL**

**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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**THE HOTEL ROANOKE AND CONFERENCE CENTER RECEIVES  
TOP HONORS FROM DOUBLETREE BRAND**

*Hotel Roanoke Earns Pride Award, Hospitality Award of Excellence, House Keeping  
Award of Excellence and Food & Beverage Award of Excellence*

**ROANOKE, VA. (May 26, 2010)** — The Hotel Roanoke and Conference Center, a Doubletree hotel, was honored with four global awards within the Doubletree brand in 2009. More than 220 hotels across the Doubletree brand were assessed and evaluated for each of these annual honors.

The Hotel Roanoke and Conference Center was presented with their sixth Pride Award (awarded to the Top 10 hotels within the brand), as well as Awards of Excellence in Hospitality, Food and Beverage and Housekeeping.

“We are proud to present The Hotel Roanoke and Conference Center with our annual Doubletree Hotels Awards of Excellence,” said Rob Palleschi, global head - Doubletree Hotels. “Building and cultivating an outstanding brand takes a strong day-to-day focus and continued commitment by every Team Member to make a difference in the lives of others. Whether it is surprising a guest with a simple, helpful gesture or creating a wide-reaching program that brings together members of our community with Team Members at our hotels, we are truly proud of the multitude of resources, talents, and expertise our Doubletree Team Members provide each and every day that create our distinctive difference in today’s marketplace..”

**ABOUT THE PRIDE AWARD**

Awarded to the top ten performing hotels worldwide, the Doubletree Pride Award is determined by three key components: a Brand Consistency Index (a measurement of Physical Condition, Cleanliness, and compliance with Brand Standards), Guest Loyalty Scores (a combination of three scores from the Doubletree Satisfaction and Loyalty Tracking Report) and the Brand Promise Scorecard (a rating system of 12 key performance service indicators by the brand).

**ABOUT THE HOUSEKEEPING AWARD OF EXCELLENCE**

Presented to the hotel with the highest aggregate guest loyalty and quality assurance scores, specific to five housekeeping and cleanliness measurements.

**ABOUT THE FOOD AND BEVERAGE AWARD OF EXCELLENCE**

Presented to the hotel with the highest aggregate guest loyalty and quality assurance scores, specific to eight brand food and beverage measurements.

**ABOUT THE HOSPITALITY AWARD OF EXCELLENCE**

Presented to the hotel with the highest aggregate guest loyalty and quality assurance scores, specific to eight brand hospitality measurements.

“These awards are through the hard work and dedication of our staff and are truly an honor,” said Gary Walton, general manager of the Hotel Roanoke and Conference Center. “It is especially gratifying to be the recipient of these customer awards from our global brand. I want to congratulate and thank our staff and team who earned these awards through their tireless efforts to serve our guests.”

**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.

**ABOUT DOUBLETREE**

With a growing collection of contemporary, upscale accommodations in nearly 200 gateway cities, metropolitan areas and vacation destinations worldwide, Doubletree Hotels, Guest Suites, Resorts and Clubs are distinctively designed properties that provide true comfort to today’s business and leisure travelers. From the millions of delighted hotel guests who are welcomed with the brand’s legendary, warm chocolate chip cookies at check-in, to the luxurious Sweet Dreams® by Doubletree sleep experience, to the advantages of the award-winning Hilton HHonors® guest reward program\*, each Doubletree guest receives a satisfying stay wherever their travels take them. For further information or make reservations for any Doubletree hotel, visit our consumer website at [www.doubletree.com](http://www.doubletree.com) or call 1-800-222-TREE in the U.S. and Canada.

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