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## Hilton Garden Inn and Suffolk Conference Center Headed for a Banner Year

SUFFOLK, VA., September 14, 2005 - In just 6 months, the Hilton Garden Inn and Suffolk Conference Center has exceeded all expectations and has surpassed the performance goals set for that time period. The hotel's occupancy rate in July 2005 was 70%, and year-to-date occupancy stands at 50%, exceeding the projected occupancy rate of 40%.

Guests have ranked the Hilton Garden Inn and Suffolk Conference Center number one in loyalty and number one in overall guest experience among all the Hilton Garden Inns in the mid-Atlantic region. The Hilton Garden Inn and Suffolk Conference Center also rank number six in loyalty and number fifteen in guest experience nationally.

Guests regularly rank the services as exceptional: guest satisfaction, A; productivity, A; community relationships, A. By any measure, the Hilton Garden Inn and Suffolk Conference Center have made the honor roll!

Since opening in March, almost 11,000 people have attended 180 meetings at the Suffolk Conference Center. The marketing team has already booked 12 weddings for 2006, and inquiries continue to come in. Lockheed Martin and the Norfolk Naval Shipyard have booked large meetings for the fourth quarter of 2005 that put the hotel in a “sell out” situation.

“We knew from the start that the Hilton Garden Inn and Suffolk Conference Center would be a success,” said John Harrell, Chairman of Suffolk’s Industrial Development Authority. “And we are extremely pleased to see that the figures exceed even our expectations.”

The hotel has set up negotiated rates for most Suffolk businesses, and the local business community has responded. For instance, the U.S. Joint Forces Command in northern Suffolk has supported the hotel on several occasions by booking numerous guest rooms and meeting space.

Temple Beth El (Church of God and Saints of Christ) had a large block of rooms at the Hilton Garden Inn for Passover 2005. “Temple Beth El experienced a wonderful and joyous time at the hotel courtesy of management and the sales manager in charge of our group”, said Elder Ezra Locke, Superintendent. Temple Beth El has already signed contracts for six meetings in 2006.

The Norfolk Naval Shipyard has set up meetings and booked rooms every week since May 14, 2005. The meetings have been a great success for the Shipyard, and they have signed contracts for 2006 that will generate approximately \$500,000 in revenue for the Hotel and Conference Center.

But it’s not all business; every Friday and Saturday in December are booked solid in the Suffolk Conference Center for holiday parties. Companies such

as CIBA Speciality Chemicals, Vitex Packaging, Nansemond River Nursing Home, and a host of others have booked rooms in the Conference Center. And inquiries are now coming in strong for holiday parties during the week.

To book a room or for more information, call (757) 925-1300.