



Driftwood Hospitality Management Celebrates Grand Reopening of Hilton Tampa Downtown

\$13M Renovation Program Now Complete, Including New Lobby Technology Lounge, Full-Service Starbucks, New Dining Options, Hilton Serenity Bed & More

North Palm Beach, Fla. – October 28, 2013 – Driftwood Hospitality Management (www.TheDriftwoodDifference.com) today announced the completion of a nearly year-long renovation program at the Hilton Tampa Downtown. More than 400 members of the local community, including Tampa Mayor Bob Buckhorn, got a look at the property during a grand reopening celebration and ribbon cutting on Thursday, October 17th.

The 520-room Hilton Tampa Downtown, formerly a Hyatt, was purchased by Driftwood in late 2012, with plans for a complete hotel transformation. The company invested \$13M to redesign the property, from guestrooms to public spaces and the addition of an array of new amenities.



“Tampa is a market that continues to show tremendous growth potential,” said Mike Diaz, Chief Operating Officer of Driftwood Hospitality Management. “We are confident that with its ideal location, an entirely new look and dynamic new guest amenities, the Hilton Tampa Downtown will thrive for years to come, attracting all types of travelers.”

The new Hilton Tampa Downtown offers comfortable, modern accommodations in a chic, contemporary setting with state-of-the-art technology. The guest lobby experience has been redesigned to include a new Technology Lounge with Mac computers and comfortable, executive-style chairs.



All 500-plus guestrooms at the Hilton Tampa Downtown have been refreshed, now offering a calming and relaxing atmosphere with new furnishings and a more modern color scheme. Guestrooms now feature the Hilton Serenity Bed by Serta, which is available to travelers as part of the Hilton to Home Collection. Bathrooms have been restyled using stunning granite and marble.

In addition, all guestrooms now feature a spacious work area with WiFi and an iHome stereo with an iPod docking station. New amenities in all rooms include mini-refrigerators and coffee makers. All-new Tampa Hotel Suites are available for those seeking the ultimate indulgences, with upgraded accommodations, contemporary kitchenettes, spa tubs and pool views.

Driftwood also revamped the hotel's food and beverage program. The hotel now features one of the largest full-service Starbucks in Tampa, which is ideal for business and leisure travelers on-the-go. The hip 211 Lounge (a nod to the hotel's location at 211 North Tampa Street) provides an open-air feel with plasma screen TVs as a backdrop, featuring premium wines and liquors at a spacious bar. The relaxing 211 Restaurant serves up fresh, locally inspired fusion cuisine for breakfast, lunch and dinner, with indoor and outdoor seating options. The Den – an extension of 211 Lounge – is ideal for simply relaxing with a drink or hosting a private event.

“It is exciting to be part of the Driftwood family, seeing this impressive renovation come to life over the past year, and to be part of the continuing Hilton legacy,” said Nabil Salloum, General Manager of the Hilton Tampa Downtown. “We are thrilled to introduce our hip, yet elegant, hotel to today's travelers, whether they are in Tampa for business or pleasure.”

The Hilton Tampa Downtown boasts an unrivaled city location next to the Tampa Convention Center and just minutes from the Florida Aquarium, Busch Gardens Tampa, Tampa Bay Times Forum and Channelside. The hotel features a stunning rooftop sundeck, outdoor whirlpool, heated outdoor pool, complimentary 24-hour fitness center and 24-hour business center. More than 30,000 square feet of flexible function space is available to business or social groups, conveniently located all on one floor.

For reservations at the Hilton Tampa Downtown, call 1-800-HILTONS or log onto www.TampaDowntown.Hilton.com. For more information about Driftwood Hospitality Management and to stay up-to-date on the latest news, visit www.TheDriftwoodDifference.com or follow Driftwood on [Facebook](#), [Twitter](#) and [LinkedIn](#).

About Driftwood Hospitality Management

Based in North Palm Beach, Fla., Driftwood Hospitality Management, LLC is a leader in providing solutions-based services for the domestic and international hotel industry. Guided by *The Driftwood Difference – Flexibility, Diversity, Integrity, Accessibility, Originality*, the company covers the full spectrum of lodging business needs. From full-service, upscale and upper-upscale hotels to mid-size extended-stay, select and limited-service properties, Driftwood's portfolio represents virtually every segment of the hospitality industry. Focused on strategic acquisition, development, third-party management, asset management and receivership, Driftwood has extensive management experience and relationships with most major brands, including Starwood Hotels & Resorts Worldwide, Hilton Worldwide, InterContinental Hotels Group, Inc., Carlson, Choice Hotels International, Inc. and Wyndham Worldwide. With offices in Costa Rica, Scottsdale, Ariz. and Miami, Fla., the company and its hotels have received more than 20 industry awards in the past three years.

CONTACTS:

M Silver // A Division of Finn Partners
954-765-3636
Claibourne Smith / Lindsay Smith
driftwood@finnpartners.com

###