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DoubleTree by Hilton Opens Newest Hotel in Austin, Texas

AUSTIN, Texas and MCLEAN, Va. – June 5, 2015 – [Hilton Worldwide](#) and [DoubleTree by Hilton](#) today announced the opening of the [DoubleTree by Hilton Austin Northwest – Arboretum](#), located less than a mile from the Arboretum shopping mall, and one block from the MoPac Expressway and I-183 intersection. The hotel, formerly a Holiday Inn, debuts a multi-million dollar transformation that includes a total redesign of the lobby, updated guest rooms, all-new furniture throughout the hotel, new restaurant and bar and expanded meeting and event space. The hotel is owned by 8901 Austin Hotel LLC and managed by [Driftwood Hospitality Management](#).

“With its beautiful redesign and convenience to the area’s key business and leisure destinations, DoubleTree by Hilton Austin Northwest – Arboretum is a wonderful addition to our expanding portfolio, which now includes four hotels in the thriving Austin area,” said John Greenleaf, global head, DoubleTree by Hilton. “We look forward to welcoming guests to this dynamic hotel and serving guests and the community with the ‘little things’ that add up to create a rewarding travel experience – starting with the signature chocolate chip cookie welcome at check-in.”

Nestled in the hills of northwest Austin and located 18 miles from Austin-Bergstrom International Airport, DoubleTree by Hilton Austin Northwest – Arboretum is ideally-situated near area businesses including IBM, Apple and AT&T, and offers guests easy access to I-35, outdoor malls, the University of Texas and downtown Austin.

The hotel debuts an eclectic, modern new look that celebrates a style that is uniquely Austin – from an energetic color palette that includes shades of greys, raspberry, teal and white to the contemporary furnishings and artwork from regional artists seen throughout the hotel’s public areas, including a

custom-made Word Cloud display made of adjectives that describe the vibrantly “weird” city. A sleek, open lobby is designed with tech-savvy travelers in mind, and the hotel’s 194 stylishly-appointed guest rooms feature vintage-style décor, all modern accommodations and in-room mini refrigerators. Guests will enjoy an array of complimentary amenities, including a 24-hour fitness center, 24-hour business center, newly-renovated outdoor pool, and WiFi throughout the hotel’s public areas and guest rooms. Shuttle service is also provided to guests within a four-mile radius of the hotel.

The Overlook is the hotel’s new restaurant, open for all-day dining and featuring a menu of classic American fare with an Austin flair. Centre Lounge, the hotel’s energetic new lobby bar, creates the perfect setting to unwind over drinks and light bites. Room service is available for guests seeking the convenience of in-room dining, and those looking for an array of grab-and-go options and a self-serve coffee bar can stop by the 24-hour market.

"The debut of DoubleTree by Hilton Austin Northwest – Arboretum is exciting for Driftwood, as it not only allows us to expand our existing portfolio in Texas, but also has been a great opportunity for us to showcase our award-winning expertise when it comes to renovation and reflagging projects," said David Buddemeyer, president, Driftwood Hospitality Management, LLC. "Austin is a booming city, with several mixed-used developments and a rapidly growing population, so we are thrilled to have a presence in this market."

DoubleTree by Hilton Austin Northwest – Arboretum offers 7,200 square feet of flexible event space which can be configured into larger event layouts or up to seven separate rooms, making it well-suited to accommodate everything from weddings and conferences to more intimate events. Two conference rooms and a boardroom are perfect for smaller meetings and gatherings. All rooms are equipped with WiFi and the latest audio-visual equipment available to rent upon request. For smaller group meetings, the hotel offers the [Meetings Simplified by DoubleTree by Hilton](#) package from \$65+ per person, which includes the meeting room, basic meeting WiFi, meeting room supplies including a flipchart, markers, extension and power cord, and all day non-alcoholic beverage service. Event catering is also available to enhance any function.

“Austin is an eclectic city with so much to offer – from the music and tech scene to the outdoor activities and business economy – so we drew great inspiration from our surroundings for this stunning renovation,” said Larry Grant, general manager, DoubleTree by Hilton Austin Northwest – Arboretum. “We are excited to debut the hotel’s transformation, and create an unmatched experience for guests that is marked by DoubleTree by Hilton’s globally-renowned service experience.”

In addition to the signature warm chocolate chip cookie welcome, guests will enjoy other DoubleTree by Hilton brand amenities, including an assortment of gourmet in-room tea and coffee choices from

The Coffee Bean & Tea Leaf[®], the refreshing Aroma Actives natural skin and body care line, and an industry-recognized service culture built around the idea of CARE, which stands for Create a Rewarding Experience for guests, team members and the community.

As a participant in the Hilton HHonors guest loyalty program, Hilton HHonors members can earn and redeem points with their stay at DoubleTree by Hilton Austin Northwest - Arboretum. To mark the opening, the hotel will offer a Hilton HHonors promotion during which guests may earn double points for stays completed through December 5, 2015. Based on availability, Gold and Diamond members will also enjoy upgrades to the hotel's exclusive Hilton HHonors floor. Additionally, Diamond Hilton HHonors guests will enjoy complimentary continental breakfasts and 1,000 bonus points per stay, and Gold Hilton HHonors guests will have the option of complimentary continental breakfast or 1,000 bonus points per stay.

DoubleTree by Hilton Austin Northwest – Arboretum is located at 8901 Business Park Drive, Austin, Texas 78759. For more information, or to make a reservation, travelers may visit www.doubletree.com or call +1 512-343-0888.

Media can access additional information on DoubleTree by Hilton Austin Northwest – Arboretum at <http://news.doubletree.com/northwestaustin>. For more news on DoubleTree by Hilton hotel openings, visit <http://news.doubletree.com>.

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About DoubleTree by Hilton

With a fast-growing, global collection of more than 415 upscale hotels in gateway cities, metropolitan areas and vacation destinations across six continents, every little thing we do at DoubleTree by Hilton inspires us to create a rewarding experience for our hotel guests, our Team Members and the communities we proudly serve. Our hospitality begins with a warm chocolate chip cookie welcome upon arrival and continues with the award-winning Hilton HHonors guest loyalty program, an array of fine services and amenities and our longstanding CARE Culture tradition that empowers Team Members to provide the special comforts and acts of kindness that make the traveler feel human again.

To make reservations at any DoubleTree by Hilton hotel, travelers may visit our brand website at www.doubletree.com. Social media users may connect with us at www.facebook.com/doubletree, www.twitter.com/doubletree and www.youtube.com/doubletreehotels. For the latest news, story starters and fact sheets about our brand, reporters and bloggers may visit our DoubleTree by Hilton Global Media Center at news.doubletree.com.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of twelve world-class global brands is comprised of more than 4,350 managed, franchised, owned and leased hotels and timeshare properties, with more than 720,000 rooms in 94 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton,

DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide at facebook.com/hiltonworldwide, twitter.com/hiltonworldwide, youtube.com/hiltonworldwide, flickr.com/hiltonworldwide, and linkedin.com/company/hilton-worldwide.