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Hampton Inn Broadway at the Beach Completes Property Renovations

Renovations Are Part of Brand Revitalization Initiative

Myrtle Beach, S.C. (Grassroots Newswire) March 30, 2016 – The Hampton Inn Broadway at the Beach announces the completion of its renovations to the property. As part of the \$1.2 million renovation, changes were made to: all case goods, new paint in rooms, window treatments, indoor pool, hot tub and outdoor pool.

The hotel now features elements of the new forever young initiative designed to provide guests with accommodations that are multi-functional, modern, convenient and comfortable. The project helps to extend the life of high-performing properties by upgrading indoor and outdoor design elements, applies innovative thinking to new prototypes and complements current initiatives like the Perfect Mix Lobby and fitness center.

"Hampton hotels have a rich history in providing quality accommodations to our guests," said Michael Petrosino, General Manager of the Hampton Inn Broadway at the Beach. "We are confident our latest renovations exemplify the highest Hampton standards and what our guests expect from our brand."

The 141 -room property, located at 1140 Celebrity Circle, Myrtle Beach, SC 29577 is managed by Strand Hospitality Services. In addition to the renovated areas, the Hampton Inn Broadway at the Beach offers such amenities as a 24-hour business center with complimentary printing, free Wi-Fi and a free hot breakfast, a seasonal outdoor pool as well as an indoor pool. Guestrooms are equipped with the brand's signature Clean and fresh Hampton bed®, microwave, coffeemaker and mini-fridge.

Hampton Inn Broadway at the Beach participates in Hilton HHonors®, the only hotel loyalty program that allows members to earn Points & Miles® on the same stay and No Blackout Dates on reward stays. HHonors members always get our lowest price with our Best Price Guarantee, along with HHonors Points, digital check-in and no booking fees only when they book directly through Hilton.

For more information or to make reservations, please visit <http://hamptoninn3.hilton.com/en/hotels/south-carolina/hampton-inn-myrtle-beach-broadway-the-beach-MYRCCHX/index.html> or call 843-916-0600

Read more about Hampton by Hilton at www.hampton.com and www.news.hampton.com.

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About Hampton by Hilton

An award-winning leader in the upper mid-priced hotel segment, Hampton by Hilton, including Hampton Inn by Hilton, Hampton Inn & Suites by Hilton and Hampton by Hilton, serves value-conscious and quality-driven travelers with 2,108 properties totaling more than 210,000 rooms in 20 countries and territories. High quality accommodations and amenities, such as complimentary Wi-Fi, Hampton's On the House® hot breakfast, multi-unit Power Cubes and the brand's signature Clean and fresh Hampton bed®, contribute to Hampton by Hilton ranking as a leader in its segment. Hampton by Hilton Team Members deliver friendly, authentic, caring and thoughtful service defined as Hamptonality which is backed by the 100% Hampton® Guarantee. Hilton HHonors members who book directly through preferred Hilton channels receive instant benefits, including an exclusive discount that can't be found anywhere else, free standard Wi-Fi and digital amenities like digital check-in with room selection and Digital Key available exclusively through the industry-leading Hilton HHonors app. For more information about Hampton by Hilton, visit www.hampton.com or news.hampton.com.

About Strand Hospitality Services

With headquarters shared between Charlotte and Myrtle Beach. Strand also has operations in Atlanta. Founded more than 45 years ago, the company began as a developer/owner of full-service Holiday Inns, gradually moving into third-party management. Today with more than 30 high-quality hotels in its management portfolio, the company continues to grow through development, joint ventures and third-party management. It specializes in two to four-star hotel segments and is approved to operate hotels under all the leading hotel brand families, including Marriott, Hilton, Starwood, Wyndham, Choice and IHG. For more information on the company, please visit www.strandhospitality.com.