

Economic Development

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News Release

For Immediate Release

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Tru by Hilton hotel opens in Roanoke County

Roanoke County, VA—(November 15, 2018) – Leaders from Roanoke County and development partners Jasmine & Hannah, LLC jointly celebrated the opening of a new hotel project located near the Gander Outdoors in Hollins this week. Billed as a revolutionary new brand in the Hilton portfolio, the new Tru by Hilton project makes its entry into the Roanoke market as the first hotel in the region for this corporate brand. The 4 story hotel is expected to bring 82 new rooms to the County with an \$8 million investment and more than 30 new jobs.

“This project demonstrates continued economic expansion in Roanoke County and confirms the growth in tourism in the Roanoke region,” said Board of Supervisors Chairman Martha Hooker. “This new investment also coincides with the Plantation Road Transportation Enhancement Project currently underway as a key economic development driver for the Hollins area.”

The Plantation Road Project began in 2009, and since that time approximately \$4.2 million in federal, state and local funds have been allocated to complete improvements to the commercial corridor to create economic opportunities for new investment in Roanoke County. The funds were recently used to complete Phase I on the west side of Plantation Road which includes: a 10-foot-wide shared-use path from Williamson Road to Walrond Drive, street trees, curb and gutter and a “Welcome to Hollins” sign. The project supports businesses and employees in the Hollins area as a pedestrian and bicycle friendly amenity.

Future developments for the area will include a traffic signal with pedestrian crosswalks and signals at the Lila Drive intersection. Grant funding has also been secured for sidewalks between Walrond Drive and Gander Way, which will ultimately serve visitors to the new Tru hotel.

“We are excited to be the first to bring the new Tru by Hilton brand to the Roanoke Valley. Our appreciation goes to the Roanoke County team, that was instrumental in getting the project moving forward,” said Kirtesh Patel a partner in the project.

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