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Gold Key | PHR Prepares for Spring 2017 Launch of The Main, a Hilton Hotel, in Downtown Norfolk, VA

September 8, 2016



(September 2016) Virginia Beach, VA – Situated next to the Elizabeth River at the corner of Granby & Main Streets, The Main is set to become Norfolk’s premier cultural epicenter in March 2017. From one-of-a-kind art to state-of-the-art, The Main, a Gold Key | PHR property, is a modern social experience offering luxury hotel accommodations, innovative meeting spaces and signature restaurants and bars all at one address. At The Main, business will be a pleasure.

Standing 21-stories tall, The Main joins downtown Norfolk’s skyline of exquisite modern and historic buildings. With a glass curtain wall, The Main features an astounding 100-foot tall ground floor atrium that will serve as the focal point of the property, seamlessly blending Norfolk’s urban core with a bright and contemporary interior. From the atrium, guests can explore everything The Main has to offer including its luxury Hilton Norfolk hotel, three signature restaurants, as well as The Exchange, Norfolk’s largest convention and meeting space.

“The Main is a transitional moment for Norfolk, filling a void in the downtown scene offering both locals and visitors a comprehensive hospitality experience,” said Gold Key | PHR CEO Bruce Thompson. “We wanted to create a cultural

destination in downtown Norfolk, one that excites both locals and visitors alike.” With the hotel lobby on the 2nd floor and rising 20 additional stories, Hilton Norfolk The Main will feature 300 well-appointed guest rooms, a modern fitness facility and magnificent, upscale indoor pool along with an extensive list of guest amenities catered to the business and leisure traveler alike. With a contemporary design, the hotel is steeped in a blend of deep hues and warm tones with bright modern accents presenting a sophisticated level of detail throughout the property.

“The Main is more than just a hotel and conference center; it is a piece of civic architecture housing a multitude of functions designed to celebrate and connect to the surrounding community,” said Rob Uhrin, a principal in Cooper Carry’s Hospitality Studio and one of the lead architects on the project. “The large central atrium – coined the ‘Grand Central Station’ of the property - ties together all the public spaces, including the food and beverage outlets, hotel spaces and event spaces, creating a dynamic experience for the guest and onlooker.”

Those seeking the ultimate in opulence and luxury need only travel to the top floors of Hilton Norfolk The Main with eleven suites offering sweeping views of both the city and the Elizabeth River. From the Bay Suites, which offer larger accommodations, grand bathrooms and multiple televisions, to the Presidential Suites that include a stately private dining room accommodating up to eight people, the Hilton Norfolk The Main suite experience is only rivaled by its service. Additionally, the hotel offers Executive Suites located on the twenty-first floor designed for corporate travelers and select leisure guests. Accessible only by private elevator key, and with its own private check-in and checkout, the Executive Suites feature separate guest rooms with upgraded amenities including dedicated staff available twenty-four hours a day.

The Main offers guests three distinct dining options: Saltine, Varia and Grain, located on various levels of the property and offering something for everyone. On the ground level, Saltine showcases the region’s finest fresh seafood in a modern space with old-world accents including black distressed millwork and globe lighting. The subtle masculine design reflects the region’s history and features areas of exposed brick, hinting at the integration of the historic Decker building. Building upon its proximity to the Atlantic Ocean, Saltine offers live seafood displays and a fish cutting room where guests can see the fresh catches of the day being prepared. Anchoring the space is Saltine’s extensive 2000-bottle wine collection and glassed-in private dining room.

A quick escalator ride up to the second floor and guests will find The Main’s sophisticated trattoria-inspired Varia, a wine lounge and piano bar that offers elevated Italian fare. With luxe detailing and finishes, the highlight of the space is a large millwork library with hidden bookshelf doors leading to an ultra-private dining room. Guests will witness Varia’s culinary mastery in action with its open kitchen and elegant reclaimed chandeliers from The Cavalier Hotel ballroom, a historic 1927 hotel property also owned by Gold Key | PHR.

Located nine-stories up, the ten-thousand square foot Grain offers a casual

rooftop option that seamlessly integrates indoors and outdoors with large roll-up walls opening to the terrace. With lush landscaping and an oversized fire pit, guests can enjoy live music or a life-sized chessboard and billiards room. Along with casual dining options and a large selection of artisanal beers, the amazing views of the Elizabeth River will be the highlight experience.

The Exchange at The Main boasts 42,000 square-feet of high-tech and high-design meeting space and features thirty-nine different meeting room spaces perfectly conducive to learning, sharing, collaboration and celebration, making it the largest conference space in Norfolk. The Exchange also includes an innovative collaboration room and two boardrooms as well as state-of-the-art technology from audio/visual equipment to soundproof rooms. For larger groups, The Main Ballroom can accommodate 1,200 seated guests and is the largest ballroom in Virginia with 18,500 square-feet of space with pre-function space also available.

Designed by a team of award-winning architects and design firms including Cooper Carry, the lead architect, with interior designs by both King Design and Baskerville.