

FOR IMMEDIATE RELEASE



Alliance Hospitality assumes management of the Hampton Inn West Jefferson

The Hampton Inn West Jefferson is the latest addition to the Alliance Hospitality portfolio of managed hotels.

Raleigh, NC (AllianceHospitality.com) January 24, 2012 - [Alliance Hospitality](http://AllianceHospitality.com), a major hotel management company based in Raleigh, North Carolina, has assumed management of the Hampton Inn West Jefferson, North Carolina. The Hampton Inn West Jefferson is located in the picturesque Blue Ridge Mountains of North Carolina, near Mount Jefferson and Boone.

West Jefferson is near the outdoor excitement of Mount Jefferson State Park, and is the home of North Carolina's only cheese factory, the Ashe County Cheese Company on Main Street. The Hampton Inn West Jefferson features free WiFi and daily free hot breakfast for all guests. Modern meeting facilities are available for groups of up to 50 people. Guests can relax in the heated indoor pool or take advantage of the complimentary business center featuring the latest in technical equipment to enhance productivity. A fitness center is also available on-site for the convenience of guests of the Hampton Inn West Jefferson.



"The Hampton Inn West Jefferson is a great addition to our [portfolio of hotels](#)," said Rolf Tweeten, President / CEO of Alliance Hospitality. "Our experience in North Carolina and with Hampton Inn Brand is a valuable asset in the management of this hotel."

About Alliance Hospitality

[Alliance Hospitality](#) is an innovative next-generation hospitality management company, headquartered in Raleigh, North Carolina. Alliance was founded in 2003 to manage lodging assets for institutional investment groups, individual owners and lenders. Alliance Hospitality provides value by developing the [highest caliber hospitality professionals](#), and through implementing proprietary tools and unique processes to create a comprehensive hospitality management system. The Alliance portfolio of full-service, extended stay, all-suite, and select service hotels includes hotels operating under agreements with Marriott, Hilton, IHG, Carlson, Wyndham, Choice, and Starwood as well as Independent hotels.

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