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**Images available at: <https://tinyurl.com/yyme6lmj>*

Hampton Inn New Smyrna Beach Completes Major Renovation Announces New Director of Sales

NEW SMYRNA BEACH, Fla. (May 16, 2019) - The Hampton Inn New Smyrna Beach (214 Flagler Avenue) has recently completed an extensive renovation of all 112 guest rooms, 1,800 square feet of meeting space, and public spaces. The comprehensive enhancements provide leisure, business and group travelers an inviting and updated feel in the picturesque coastal city of New Smyrna Beach. The property held a post renovation celebration on Wednesday, May 15th to celebrate their refreshed and updated look.

“We’re very excited to welcome guests to this newly renovated property,” said Farrah Adams, Chief Operating Officer of LBA Hospitality. “The upgrades to this location ensure our guests can expect unmatched comfort and service, whether they’re traveling for leisure or business.”

The interior design upgrades include a modern color scheme, fresh wall coverings, draping, carpeting and soft furnishing throughout. For added convenience, the Hampton Treats Shoppe, a food and beverage shop offering snacks, toiletries and local merchandise, now features a walk-up design for guests to purchase travel necessities 24-hours a day.

In addition to unveiling the comprehensive property update, LBA Hospitality also introduced Elizabeth Gifford as the hotel’s new Director of Sales. In this role, Gifford is responsible for overseeing and managing the meetings market and group travel to the Hampton Inn New Smyrna Beach.

With more than two decades of experience in the sales and marketing industries, Gifford has spent the last 11 years in the hospitality arena, providing sales and marketing expertise for a variety of destination marketing organizations, including the Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau. Most recently, Gifford was the Account Director at Paradise Advertising & Marketing Inc. where she provided leadership and management expertise on destination advertising/marketing campaigns. Prior to that, Gifford held the Marketing & Project Manager position with New Smyrna Beach Area Visitors Bureau.

“Elizabeth’s destination experience and local business contacts, as well as extensive background in tourism sales and marketing make her an ideal selection for this position,” said hotel General Manager Allie O’Neil.

Owned by [Key International](#), prominent Miami-based real estate investment and development firm, and managed by LBA Hospitality, Hampton Inn New Smyrna Beach is located on historic Flagler Avenue within walking distance of white sandy beaches and the city’s thriving business district, which includes several boutiques, galleries, sidewalk cafes, marinas and more. It is also in proximity to the Marine Discovery Center, New Smyrna Museum of History, Turtle Mound National Historic Site, Hidden Lakes, Venetian Bay Golf Courses and Daytona International Speedway.

The hotel offers a range of amenities, including Hampton’s free hot breakfast, fitness center, sparkling outdoor pool, business center and complimentary Wi-Fi.

For more information and reservations on Hampton Inn New Smyrna Beach, visit www.newsmyrnabeach.hamptoninn.com or call the hotel direct at 1-386-898-9444.

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About Key International

Key International is a world-class real estate investment and development company that has been influential throughout South Florida since the 1970s. With offices in Miami, Florida and Madrid, Spain, the company focuses primarily on the luxury commercial and residential sectors, including condominiums, hotels & resorts, apartments, offices, and retail properties. Key International’s high-profile projects include the development of such sought-after addresses as 400 Sunny Isles, 1010 Brickell, the landmark Mint and The Ivy towers in Downtown Miami, along with the master development of the Riverfront Community district of Miami and the \$250 million expansion and restoration of the world-famous Eden Roc Resort Miami Beach. Key International also owns and manages a diverse collection of hotels within the Marriott, Hilton and InterContinental Hotels Group brands. For more information, visit www.key-international.com.

LBA Hospitality

Established in 1973, LBA Hospitality is one of the premier hotel management, development, and consulting firms in the US. Their extensive portfolio includes hotels under the brands of Marriott International, Hilton Worldwide, InterContinental Hotel Group and Hyatt. LBAProperties.com