

# FACT SHEET

*For Immediate Release*



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Beaufort Hotel  
2440 Lennoxville Road  
Beaufort, North Carolina 28516

## **Beaufort Hotel NC, an Ascend Hotel Collection Member**

**Beaufort Hotel:** Beaufort Hotel NC, an Ascend Hotel Collection Member offers accommodations with a relaxed elegance including 133 guest rooms and suites, unmatched guest amenities, and over 10,000 sq. ft. of flexible event space.

**Beaufort Hotel's Rich Maritime History:** Prior to Europeans arriving in what is now known as Beaufort, the town was an Indian fishing village. And, until it was incorporated in 1723, it was known as Fishtowne. Beaufort's draw has always been the waterfront. The property on which the Beaufort Hotel NC, an Ascend Hotel Collection Member now stands was acquired from the Mace family and became Beaufort Fisheries, Inc. This menhaden fish processing plant ran for the next 75 years. According to Jule Wheatly, the founder's grandson, the company only had to close once in its history, but it managed to survive. The menhaden industry is gone now, but the images of the fishermen endure. Photos from local photographer Scott Taylor and images provided by the North Carolina Maritime Museum can be found throughout 34° North Restaurant.

**Hotel Opening:** April 17, 2019 with a soft opening for the rooms only due to the demand and lack of hotel rooms in Carteret County as a result of Hurricane Florence. The opening of the restaurant and meeting facilities are planned for 30-45 days after the rooms opening.

**Address:** 2440 Lennoxville Road, Beaufort, NC 28516

**Telephone** 252-728-3000; Hotel Reservations: 877-424-6423

**Fax:** 252-728-3030

**Email:** info@BeaufortHotelINC.com

**Website:** www.BeaufortHotelINC.com

**Key Personnel:** Peter Grills, General Manager  
Wayne Kearney, Director of Sales & Marketing

**Management Company:** Concord Hospitality Enterprises Company, an award-winning hotel development and management company, based in Raleigh, NC.

**Hotel Brand:** Ascend Hotel Collection with Choice Hotels. Each Ascend hotel is a unique reflection of its local community, with staff committed to sharing their insider knowledge of the places, moments and experiences that make each destination special. Guests will discover the hidden gems off the beaten path and find the true local flavor they crave by experiencing the Beaufort Hotel, the gem of the Crystal Coast.

**In-Room Amenities:** Beaufort Hotel NC, an Ascend Hotel Collection Member offers the following in-room amenities:

- 300 tc. Imported Linen and Premium Bedding
- Patios & Balconies
- Mini-Refrigerator
- Coffee Maker
- Hospitality Suites

In-Room Technology includes:

- Complimentary wired and wireless Internet access
- 48" Televisions
- Charging Stations

<b>Guest</b>	Guests staying at the Beaufort Hotel NC, an Ascend Hotel Collection
<b>Amenities:</b>	Member will enjoy the convenience of amenities including a guest laundry, marketplace for sundries and gifts, and in-room dining.
<b>Fitness Center:</b>	The Fitness Center features Precor equipment including elliptical machines, treadmills, recumbent stationary bicycle with built-in TV, spin stationary bicycle with built-in TV, free weights, stability balls – slam balls and medicine balls, and exercise mats. Our Precor FTS Glide Functional Trainer with glide weights and pulleys provides the ultimate fitness experience.
<b>Additional Recreational Amenities:</b>	<p>Beaufort Hotel NC, an Ascend Hotel Collection Member offers several on-site and nearby recreational amenities. These include the following:</p> <ul style="list-style-type: none"> <li>• Seasonal outdoor swimming pool with outdoor snack bar.</li> <li>• Outdoor whirlpool</li> <li>• Nearby boat ramp and launch</li> <li>• On-site preferred boat dockage *</li> <li>• Nearby marina services including fuel dock *</li> </ul> <p><i>* Fees apply</i></p>
<b>Dining:</b>	34° North Restaurant is renowned for its cuisine which is rooted in local farms and pristine waters. Our 200-seat waterfront restaurant, features fresh local seafood, hand cut steaks, locally sourced produce and vegetarian fare. Dine on the outdoor patio, a covered open-air dining space overlooking Taylor’s Creek and Rachel Carson Reserve, home to over 30 amazing wild horses.
<b>Supporting Local Fishermen &amp; Farmers:</b>	Beaufort Hotel NC, an Ascend Hotel Collection Member is proud to offer fresh local products that support our local commercial fishermen and farmers including two Beaufort-based organizations:

### **Carteret Catch**

This non-profit organization's mission is to sustain the livelihood and heritage of the Carteret County fishing industry through public marketing and education. 34° North Restaurant is a member of Carteret Catch. carteretcatch.org

### **Olde Beaufort Farmers' Market**

The organization provides high quality local food to Beaufort and the surrounding area, shows support for small farmers, grows the local economy, and provides an enjoyable open space for the community to gather weekly, April through November. 34° North Restaurant is a market sponsor. beaufortfarmersmarket.com

### **Weddings:**

Beaufort Hotel NC, an Ascend Hotel Collection Member is the premier waterfront wedding venue on the Crystal Coast for receptions and ceremonies.

### **Meeting**

#### **Facilities:**

Beaufort Hotel NC, an Ascend Hotel Collection Member offers over 10,000 sq. ft. of flexible event space. The Rachel Carson Ballroom, divisible into four salons, can accommodate up to 400 people for a seated event.

### **Get Social:**

Stay connected with the Beaufort Hotel. Like us, Follow us or Pin us on Facebook, Instagram, Twitter, Pinterest, and YouTube.

- **Facebook:** [facebook.com/BeaufortHotelINC](https://facebook.com/BeaufortHotelINC)
- **Instagram:** [instagram.com/Beaufort\\_Hotel\\_NC](https://instagram.com/Beaufort_Hotel_NC)
- **Twitter:** [twitter.com/BeaufortHotelINC](https://twitter.com/BeaufortHotelINC) @BeaufortHotelINC
- **Pinterest:** [pinterest.com/BeaufortHotelINC](https://pinterest.com/BeaufortHotelINC)
- **YouTube:** [youtube.com/channel/UCyksYAtIZgChHXsiUG8pIhA](https://youtube.com/channel/UCyksYAtIZgChHXsiUG8pIhA)

## **About Concord Hospitality Enterprises Company**

As an award-winning hotel development and management company, Concord Hospitality Enterprises Company has spent the last three decades building relationships with investors, partners, and third-party hotel owners on more than \$2.5 billion in premium-branded properties cross the United States and Canada. As an operator, Concord Hospitality instills value from the ground up, developing and managing with a sustainable viewpoint, a focus on quality and hands-on involvement to ensure long-term profitability and success. Concord Hospitality believes that its people are its greatest strength. With the brightest talent, the most innovative processes and a commitment to giving back to the communities where associates live and work, Concord Hospitality is committed to being a great place to work for all. Learn more at [concordhotels.com](http://concordhotels.com).

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