



For Immediate Release:
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CHARLESTON-BASED COMPANY ADDS FOURTH NORTH CAROLINA INN

Charlestowne Hotels, Inc. to Manage The Esmeralda in Chimney Rock/Lake Lure Area

CHARLESTON, SC - Charlestowne Hotels, Inc. has reached an agreement to manage [The Esmeralda](#) in Chimney Rock near Lake Lure, NC. The addition of this property marks the fourth North Carolina property managed by the company, joining three inns in Blowing Rock. It is also the fourth new contract agreement for the company in 2009 and coincides with Charlestowne Hotels' aspirations to expand its presence in the Southeast.

The Esmeralda was named after the longest running Broadway play of the 1800's and was originally built in 1891 along the old Pony Express and Stagecoach Route over the mountains. The 15-suite boutique hotel has hosted a colorful array of travelers. In the 1900s, it was a favorite spot of the silent movie stars and many silent movies were actually filmed at The Esmeralda. Years later, it was rediscovered by Hollywood, with registered notable guests such as Clark Gable, Douglas Fairbanks, Kathleen Turner, Gloria Swanson, and Mary Pickford, among many others. Author Lew Wallace also finished the script for *Ben Hur* in Room #9.

"Charlestowne Hotels is excited about the opportunity to manage this historic inn. The Esmeralda has recently undergone a total renovation with careful attention given to keeping the inn in the atmosphere of the original property" said Michael Tall, Senior Vice President. Guest rooms feature sumptuous Anichini linens, Molton Brown toiletries, Ethan Allen furniture, 32" flat panel televisions, Bose Wave music systems, wireless internet access and stunning views of Chimney Rock, the Rocky Broad River, and the surrounding Hickory Nut Gorge.

ABOUT [CHARLESTOWNE HOTELS, INC.](#)

Charlestowne Hotels, Inc. (formerly Charlestown Management Hotels) is a full-service hospitality management company offering innovative, yet proven, expertise in hotel development, operational controls, marketing and revenue management, and financial reporting. Founded in 1980 by Everett L. Smith Jr, Charlestowne Hotels has become one of the most successful firms in the hospitality industry, and one of the largest hotel management companies on the Southeast coast.

The company currently manages 22 properties which include the Anchorage Inn, Andrew Pinckney Inn, Best Western King Charles Inn, Best Western Sweetgrass Inn, Elliott House Inn, French Quarter Inn, The HarbourView Inn, Holiday Inn Express Charleston, Holiday Inn Express Mt. Pleasant (under construction), North Charleston Inn, Shem Creek Inn, and the Sleep Inn – all of which are located in the Charleston, SC area – as well as the Seaside Inn and The Palms Hotel on the Isle of Palms, SC, the Meridian Plaza - Myrtle Beach, SC, the Litchfield Inn - Litchfield Beach, SC, the Hillwinds Inn, Ridgeway Inn and Village

Inn - Blowing Rock, NC, The Esmeralda - Chimney Rock, NC, Rhett House Inn - Beaufort, SC and Planters Inn located in Savannah, GA.

Visit www.charlestownehotels.com for more information.

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