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Retro Hospitality Becomes the Leading Operator of Boutique Hotels in Virginia with the Addition of Three Properties

RICHMOND, VA — Retro Hospitality, a Virginia Restaurant, Lodging & Travel Association member since 2020, is proud to announce that it has expanded its unique collection of upscale boutique hotels with the addition of three distinguished properties: The Bee and The Holbrook, both in Danville, VA, and The Lofts at Downtown Salem in Salem, VA. With the recent additions to its portfolio, Retro Hospitality has become the largest operator of independent boutique hotels within the Commonwealth of Virginia.

This milestone marks a significant achievement in Retro Hospitality's mission to deliver exceptional, personalized guest experiences while preserving the rich heritage and unique character of each property under its management. The new additions highlight the firm's continuing commitment to revitalizing and celebrating the local charm of Virginia's communities.

[The Bee – Danville, VA](#)

Located in the heart of Danville's Historic River District, originally constructed in 1899 and then expanded in 1921, The Bee is housed within two historic buildings that once served as the original headquarters for the Danville Register and the Danville Bee Newspapers. Opened in 2020, The Bee is a vibrant and eclectic boutique hotel that blends modern comforts and historic charm. Guests can enjoy stylish accommodations, gorgeous rooftop views, and a welcoming atmosphere that reflects the spirit of Danville.

[The Holbrook – Danville, VA](#)

A testament to Danville's storied past, this historic 1957 hotel stands at the crossroads of Danville's historic Old West End and Holbrook-Ross neighborhoods. Opened as The Holbrook in 2023, the former "Doctors Building" is listed on the National Register of Historic Places and the Virginia Landmarks Register. The Holbrook is beautifully restored, featuring a stylish mid-century modern design, spacious rooms and offering a luxurious stay with historical significance.

[The Lofts at Downtown Salem – Salem, VA](#)

Nestled in the picturesque town of Salem, The Lofts at Downtown Salem provides a unique and upscale lodging experience in a beautifully repurposed historic building. Originally built as an automotive dealership in 1924, this upscale boutique hotel features spacious loft-style accommodations and a prime Main Street location. Guests are invited to simply step outside the property to explore Salem's rich culture, natural beauty, art galleries, retail shops, and restaurants.

"We are thrilled to welcome The Bee, The Holbrook, and The Lofts at Downtown Salem to the Retro Hospitality family and our growing collection of Virginia boutique hotels," said Paul Cooper, CEO of Retro Hospitality. "We are so incredibly

excited at this opportunity to work very closely with Ed Walker and Ina Dixon, the visionaries behind these beautiful hotels, our asset manager Bob McDonald, hotel General Managers Madison Eades and Emily Bane, the hotel staff and with the wonderfully supportive communities of Danville and Salem, Virginia to deliver an exceptional hotel team member and guest experience.”

As Retro Hospitality continues to expand its portfolio, the firm remains committed to its core mission of serving as community-focused hospitality experts. The addition of these three hotels reinforces Retro Hospitality's position as a leader in the boutique hotel industry and a key player in Virginia's hospitality landscape.

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The [Virginia Restaurant Lodging and Travel Association](http://www.vrlta.org) is the unified voice of the restaurant, lodging, travel and hospitality suppliers associations. VRLTA creates value for members by promoting the legislative interests of the industry, networking, educational opportunities, and protecting free enterprise. For more information, visit www.vrlta.org or call 800-552-2225.

[Retro Hospitality](#) is a leading boutique hotel advisory and management firm based in Richmond, Virginia. Started in 2011, Retro specializes in independent, historic boutique hotels and creative food and beverage concepts. The Retro Hospitality team consists of diverse and highly experienced hospitality industry experts - each focused on achieving operational success and creating authentic guest experiences.