



FOR IMMEDIATE RELEASE

HMP Properties Announces the Grand Opening of Spark by Hilton Hotel in Williamsburg, Virginia

Newly Renovated Hotel Offers Smart, Affordable Comfort in the Heart of Historic Williamsburg

WILLIAMSBURG, VA – [July 24, 2025] – HMP Properties is proud to announce the official opening of the **Spark by Hilton Williamsburg Historic Area**, bringing Hilton’s newest premium economy brand to the historic charm of Virginia’s Colonial capital. The hotel is now welcoming guests at 201 Bypass Road, Williamsburg, VA 23185 offering a refreshed and reliable stay for modern travelers.

Located just minutes from Colonial Williamsburg, Busch Gardens, and the College of William & Mary, Spark by Hilton Williamsburg provides travelers with a smart and affordable base for exploring the area. The property features 118 stylish guest rooms, complimentary breakfast, modern conveniences, and warm service designed to deliver Hilton’s signature quality at a more budget-friendly price.

“Williamsburg is a city rich in history and hospitality,” said Hitesh M. Patel, CEO at HMP Properties. “We’re excited to introduce the Spark by Hilton experience here—where guests can count on consistent comfort, thoughtful design, and exceptional value.”

Spark by Hilton is Hilton’s first premium economy brand, created for value-conscious travelers seeking consistent quality from a trusted name. The Williamsburg location is among the first to debut the brand’s signature offerings, including a welcoming lobby space, simplified amenities, and a focus on service that goes the extra mile.

Reservations are now available at <https://www.hilton.com/en/hotels/phfwgpe-spark-williamsburg-historic-area>

About HMP Properties

HMP Properties is a hospitality management and development company based in Williamsburg, VA that owns and operates 25 hotels throughout the state of Virginia. Focused on delivering exceptional guest experiences and operational excellence, HMP is proud to partner with top-tier brands including Hilton, Marriott, Hyatt and IHG.

About Spark by Hilton

Spark by Hilton is Hilton's newest brand, designed to redefine economy travel with an elevated yet affordable experience. Combining trusted consistency with practical amenities, Spark offers reliable stays backed by the power of Hilton Honors.

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