



**FOR IMMEDIATE RELEASE**

**The Laurel Hotel Unveils Brand and Launches Preview Website  
Ahead of Late 2025 Opening in Danville, Virginia**

*Danville, VA – October 8, 2025* – A new chapter in Southern Virginia hospitality is taking shape with the unveiling of **The Laurel Hotel**, set to open in late 2025.

**Housed in the former Dan River Company Office Building**—once the historic headquarters of Dan River Mills—in Danville’s Schoolfield Village, The Laurel blends architectural elegance with comfortable, modern accommodations, redefining the boutique hotel experience in the region.

Conveniently located just steps from Caesars Virginia, The Laurel will feature **36 beautifully designed rooms**, bespoke service, and an atmosphere where **personal Southern hospitality greets guests at every turn**. Whether travelers are visiting to indulge, explore, unwind, or work, The Laurel promises a timeless and refined stay in the heart of Danville.

The hotel’s name pays homage to the **laurel emblem long featured in the Dan River Mills logo**, a symbol of excellence and resilience for generations of mill workers. Reimagined in a modern, updated design, the laurel is carried forward in The Laurel Hotel’s new brand identity, reflecting both the textile legacy of the building and the city’s renewed spirit of growth.

“The Laurel celebrates Danville’s historic past while looking boldly toward the city’s future,” said Ed Walker, Owner and Developer of the Danville Hotel Collection. “We are proud to introduce a boutique property that not only honors the textile heritage of Schoolfield Village but also serves as a welcoming retreat for today’s leisure and business travelers.”

The Laurel Hotel is the newest member of the **Danville Hotel Collection**, which also includes **The Holbrook Hotel** and **The Bee**. Together, the Collection is reshaping the region’s hospitality landscape by combining historic preservation, modern comfort, and meaningful community connection.

With its blend of history, luxury, and unmatched convenience, The Laurel is poised to become a premier destination for visitors to Danville and a vibrant cornerstone of the community.



A new **preview website** has been launched to introduce the hotel's brand identity and provide a first glimpse of what guests can expect. Visitors can learn more at [www.laurelhoteldanville.com](http://www.laurelhoteldanville.com) or follow @thelaureldanville on social media.

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