



PRESS RELEASE

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COURTYARD HOTEL TO OPEN IN DOWNTOWN BATON ROUGE Innovative design and flexible space tailors to the needs of today's travelers

Baton Rouge, LA – **September 30, 2018** – Courtyard by Marriott Baton Rouge Downtown is scheduled to open its doors in Baton Rouge, Louisiana this October. Featuring an innovative lobby space as well as Courtyard's latest contemporary room design, the new hotel provides flexibility and choices that allow guests to optimize and elevate their travel experience.

Located at 260 3rd Street, the 135-room hotel will operate as a Marriott franchise, owned by Istrouma Hospitality, LLC, developed by [Windsor Aughtry](#) of Greenville, South Carolina and managed by [Hospitality America, LLC](#) of Brentwood, Tennessee. Whether traveling for business or pleasure, the Courtyard Baton Rouge Downtown offers guests convenient access to Louisiana State University, Raising Canes River Center, the Louisiana State Capitol and the Baton Rouge downtown business and entertainment district.

Courtyard constantly researches trends and evolves to meet the changing needs of its guests. The latest room design offers hybrid zones for working, sleeping, relaxing and getting ready. Indirect lighting and a neutral, tone-on-tone color palette makes for a soothing and calm environment.

"From day one, Courtyard has prided itself as a brand that listens to business travelers," said Callette Nielsen, vice president and global brand manager, Courtyard. "Today's technology has changed how people travel. Our guests want a room that has purpose and flexibility that enables a seamless transition between relaxing and working. Courtyard is designed to offer them a relaxing and functional space to work the way they want to, when they want to."

The new room design is intuitive and thoughtful, offering flexible yet comfortable spaces that enable technology. Upon arrival, guests can store bags on the "Luggage Drop" and plug personal devices into the "Tech Drop" ledge for seamless technology integration.

Signature furniture and architectural elements replace traditional art in the new guestroom. The "LoungeAround" sofa offers a pop of color and a comfortable area for relaxing or for working. The new design also features a light desk on wheels, allowing guests to work from anywhere in the room.

An upgraded, more spacious layout creates an enhanced bathroom experience. A "Shower Nook" housing shampoos and towels, makes amenities accessible without having to leave the shower.

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The Courtyard Baton Rouge Downtown also offers the Refreshing Business lobby environment, where guests can enjoy an open and bright area outside of their rooms. Along with media pods, complimentary Wi-Fi and a variety of seating zones, the redefined space is ideal for everything from pop-up meetings to social gatherings. The lobby also features The Bistro – Eat. Drink. Connect®, offering casual, flexible seating; easy access to food and high quality, healthy menu options for breakfast; and light evening fare, including snacks, cocktails, wine and beer so guests can unwind.

Throughout the hotel, guests can connect with ample electrical outlets. The business library features several computer terminals, along with a printer and separate computer stations dedicated solely to printing airline boarding passes and checking flight status.

The eight-story hotel sits on the site of the first hotel in downtown Baton Rouge, the Hotel Istrouma, and will pay homage to the former hotel in some of its artwork and décor. The new property will feature a full Starbucks adjacent to the lobby, a fitness center and guest laundry, and offers 960 square feet of meeting space to accommodate functions of up to 50 people.

About Courtyard by Marriott

Courtyard by Marriott offers a refreshing environment that helps guests stay connected, productive and balanced. Intuitive services and design accommodate guests' needs for choice and control. With more than 1,100 locations in nearly 50 countries and territories, Courtyard is proud to participate in the industry's award-winning loyalty program, Marriott Rewards® which includes The Ritz-Carlton Rewards®. Members can now link accounts with Starwood Preferred Guest® at members.marriott.com for instant elite status matching and unlimited points transfer. For more information or reservations, visit courtyard.marriott.com, become a fan on [Facebook](#) or follow @CourtyardHotels on [Twitter](#) and [Instagram](#).

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