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**FAIRFIELD BY MARRIOTT® HOTEL NOW OPEN IN LAKE GENEVA, WISCONSIN AS THE FIRST MARRIOTT HOTEL IN THE AREA**

*The Hotel Opens with a New Design that Pays Homage to the Brand's Origins at the Fairfield Farm*

Lake Geneva, WI – September 17, 2019 – The 92-room Fairfield by Marriott in Lake Geneva, Wisconsin opened today with a new décor that provides guests with a feeling of warmth and calm while traveling. Located at 1111 North Edwards Boulevard, the Fairfield by Marriott Inn & Suites Lake Geneva will operate as a Marriott franchise, managed by First Hospitality of Chicago, Illinois.

“In addition to its natural beauty and history, Lake Geneva is one of the top vacation destinations in the Midwest and has developed into a thriving hospitality community,” said David Duncan, president of First Hospitality. “We are excited to contribute to the growth of this treasured resort city with its first Marriott hotel.”

The management team at the property is led by General Manager Tina Fierros, who has over 25 years of hospitality management experience. Tina has spent the last 16 years at a highly successful focus-driven property taking on multiple projects including a complete renovation and 40-room addition.

The Fairfield Inn & Suites Lake Geneva offers guests convenient access to the Lake Geneva Canopy Tours, Safari Lake Geneva and the Highlands Golf Course at Grand Geneva.

“Delivering both function and comfort, our new design and décor elevate the Fairfield brand, setting a new standard in the moderate tier category,” said Janis Milham, senior vice president and global brand leader, Classic Select Brands. “At Fairfield by Marriott, we provide an easy, positive and productive travel experience, as well as the promise of consistent and reliable service at an exceptional value. The Fairfield by Marriott Inn & Suites Lake Geneva is a truly stunning example of the brand’s contemporary look and feel, and we are pleased to introduce Fairfield by Marriott hotels in the Lake Geneva area.”

The new décor package is warm, timeless, forward-thinking, and inviting with simple nods back to the brand’s heritage. Specific elements meant to evoke feelings from the Fairfield Farm include a farmhouse table in the lobby for gathering and connecting, photography from the Fairfield Farm serving as artwork in the lobby and guest rooms, natural materials and unique textures featured throughout, and a history wall in every property showcasing the brand’s roots.

“We are excited to introduce the new Fairfield Inn & Suites to the Lake Geneva community,” said Jason Konrad, owner of 1111 North Edwards Boulevard LLC. “We would like to thank the City of Lake Geneva staff, council members, and Mayor Hartz; they have been a pleasure to work with on this project. Lake Geneva has always been a memorable childhood destination for me and has extended to my family, friends, and employees as a special place to celebrate events, holidays, and create memories.”

The new guestroom design is impactful, unique and addresses the functional needs of the Fairfield guest for a seamless experience. The room was designed with the modern traveler’s needs to stay productive on the road in mind without overcomplicating the guestroom. Each room features a modern lounge chair, serving as both functional and comfortable to either work or relax in. The artwork in the room takes center stage with the window treatment acting as a focal point, displaying photography taken at the Fairfield Farm. The material is sheer and allows light to pass through the photography, warming up the room and creating a comfortable environment. The guestrooms also feature an ergonomic workstation, a comfortable couch, refrigerator, coffeemaker and microwave.

“I am extremely honored for the opportunity to join such a highly recognized and reputable hospitality management team,” said Tina Fierros, general manager, Fairfield Inn & Suites Lake Geneva. “Our hotel will provide the highest level of customer service to our guests and our team looks forward to being an active business partner in the Lake Geneva community.”

Additional hotel amenities include an indoor swimming pool, a fitness center, valet laundry service, complimentary Wi-Fi, as well as fax and copy services. A complimentary hot breakfast, featuring oatmeal, scrambled eggs, sausage, make-your-own waffles and other healthy items, such as fruit, yogurt, and whole grain cereals and breads is also available.

#### **About Fairfield by Marriott**

Fairfield by Marriott is designed to deliver a seamless stay through trusted service and warm, inviting spaces. In addition to complimentary Wi-Fi and hot breakfast, Fairfield offers thoughtfully designed rooms and suites that provide separate living, working and sleeping areas. With over 1,000 properties around the globe, Fairfield is proud to participate in Marriott Bonvoy, the new name of Marriott’s travel program replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit [MarriottBonvoy.com](http://MarriottBonvoy.com). For more information or reservations, visit [www.fairfieldinn.com](http://www.fairfieldinn.com), become a fan on [Facebook](https://www.facebook.com/fairfieldhotels) or follow @FairfieldHotels on [www.twitter.com/fairfieldhotels](https://www.twitter.com/fairfieldhotels).

#### **About First Hospitality**

First Hospitality is a leading hotel management, acquisition and development company with more than 30 years of award-winning experience. First Hospitality’s unique people-driven professional culture fosters a team of highly skilled and motivated hospitality experts who consistently deliver outstanding property level performance, as well as memorable and engaging guest experiences. Headquartered in Chicago, First Hospitality’s portfolio features 19 brands and 45 properties throughout the Midwest. Recognized as #1 in Travel in Forbes America’s Best Midsize Employers 2016, First Hospitality has been recognized for four consecutive years on Forbes America’s Best Midsize Employer list. For more information, visit, [www.firsthospitality.com](http://www.firsthospitality.com).