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FAIRFIELD INN & SUITES HOTEL TO OPEN TODAY IN PLEASANT PRAIRIE, WISCONSIN WITH NEW DESIGN AND DÉCOR

Marriott International's latest fully modular hotel to open in the Midwest

Pleasant Prairie, WI – October 17, 2018 – The 108-room Fairfield Inn & Suites Kenosha Pleasant Prairie opened its doors to the community with a new design that provides guests with a feeling of warmth while paying homage to the brand's Fairfield Farm origins. The hotel's opening also marks a milestone for Marriott International, since it's the company's first hotel in Wisconsin to fully embrace modular construction— an innovative process aimed at saving time, reducing on-site waste and enhancing quality – by utilizing modular guestrooms and elevators. The hotel will operate as a Marriott franchise, owned by an affiliate of Varin Realty, LLC of Highland Park, Illinois and managed by [First Hospitality Group](#) of Rosemont, Ill.

Located at 10601 120th Avenue along I-94, just 15 minutes from downtown Kenosha, the Fairfield Inn & Suites Kenosha Pleasant Prairie offers guests convenient access to Lakeview Corporate Center, the Pleasant Prairie RecPlex, Bristol Renaissance Faire, Six Flags Great America and the Pleasant Prairie Premium Outlets.

“Delivering both function and comfort, our new design and décor elevate the Fairfield brand, setting a new standard in the moderate tier category,” said Callette Nielsen, vice president and global brand manager, Fairfield Inn & Suites. “At Fairfield Inn & Suites, 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 Inn & Suites Kenosha Pleasant Prairie is a truly stunning example of the brand's contemporary look and feel, and we are pleased to introduce Fairfield Inn & Suites hotels in the Pleasant Prairie area.”

The new décor package is warm, timeless, forward-thinking and inviting with nods 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.

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 a mobile desk, a comfortable couch, refrigerator, coffeemaker and microwave.

Additional hotel amenities include complimentary onsite parking, electric-vehicle chargers, an exercise room, pool, 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.

Modular technology delivers benefits for new Fairfield hotel

“Thanks to Marriott International’s Modular Initiative, launched in response to increasing construction schedules, supporting alternative solutions through standardization and industry education, the Fairfield Inn & Suites Kenosha Pleasant Prairie opened about four months faster than it would have using traditional methods, creating economic activity and on-property jobs sooner, says David Walsh, Marriott’s senior director of project management, Marriott Select Brands.

Using this process, the property’s guestrooms were manufactured offsite in a climate-controlled factory, where workers also installed the bathrooms, carpeting, wall treatments and furniture, among other items. These prefabricated units – each of which contained two guestrooms - were then transported to the hotel site so they could be hoisted into place in the hotel’s base podium. A crane stacked the units into place, one by one like building blocks, then workers completed the electrical, plumbing and other finishing work.

“In a challenging building environment where skilled labor can be scarce and prolong construction times, the modular construction process helped us open our hotel in a timely manner and with less on-site environmental waste or disruption in the community than the traditional method would have allowed,” said Paul Eskenazi, senior vice president of development for First Hospitality Group. “This innovative technique also helped us provide a high-quality experience for our guests since the process results in a more soundproofed room. Given our positive experience, we plan to leverage modular construction again for a future hotel.”

“Modular builds are extremely cutting edge, and they’re quickly becoming the future of hotel development, with Marriott at the helm,” said David Nankin, Co-Manager of Varin Realty, LLC. “This innovative technique allows us to cut down development time and errors, resulting in the hotel being able to open earlier and generate revenue for owners, associates and the community sooner. This process provides cost-savings all around for ownership.”

About Fairfield Inn & Suites

Fairfield Inn & Suites by Marriott is designed for today’s traveler who is looking to be productive on the road, whether for business or leisure. In addition to complimentary Wi-Fi and hot breakfast, Fairfield Inn & Suites offers thoughtfully designed rooms and suites that provide separate living, working and sleeping areas. With over 900 properties around the globe, Fairfield Inn & Suites is proud to participate in the company’s award-winning loyalty programs – Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The programs, operating under one set of unparalleled benefits, enable members to earn points toward free hotel stays, achieve Elite status faster than ever, and seamlessly book or redeem points for stays throughout our loyalty portfolio of 29 brands and more than 6,700 participating hotels in 130 countries & territories. To enroll for free or for more information about the programs, visit members.marriott.com. For more information or reservations, visit www.fairfieldinn.com, become a fan on [Facebook](https://www.facebook.com/FairfieldHotels) or follow @FairfieldHotels on [Twitter](http://www.twitter.com/fairfieldhotels)<http://www.twitter.com/fairfieldhotels>.

About Varin Realty, LLC

Varin Realty, LLC and its affiliate Legacy Varin Property Management, LLC (www.legacyvarin.com) is a real estate development, management and investment company focused on the tri-state region of Wisconsin, Illinois and Indiana. Investments include multi-family and commercial properties.

About First Hospitality Group, Inc.

First Hospitality Group, Inc. (FHG) is a leading hotel management, acquisition and development company with more than 30 years of award-winning experience. FHG’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, FHG’s portfolio features 14 worldwide brands and 6 independent brands, totaling 35 properties throughout the Midwest. Having been recognized in 2016 as #1 in Travel in Forbes America’s Best Midsize Employers 2016, #28 overall, and #3 amongst all of America’s best travel companies, FHG moved up to a #19 ranking out of the 250 best midsize employers in the country in 2017 and #1 in the Travel category for the second year in a row. FHG is one of only 25 companies to ever place on the Forbes list two consecutive years. For more information about FHG, visit www.fhginc.com or follow them on Facebook at @FHGinc and Twitter at @FHGroup_Inc.