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Courtyard Birmingham Hoover Transforms Lobby With New Refreshing Concept

Hoover hotel's new design features high-tech GoBoard, flexible work and social spaces and a 24/7 food and beverage market

Hoover, AL – Marriott International Inc. has announced that the 153-room [Courtyard Birmingham Hoover](#) at 1824 Montgomery Highway South in Hoover, AL, has completed a \$1.3 million renovation of its lobby.



The Hoover hotel now features the brand's Refreshing Business lobby concept, designed to give travelers the flexibility to work and socialize however they choose while on the road.

“From day one, Courtyard has prided itself as a brand that listens to what travelers want from a hotel,” said Janis Milham, vice president and global brand manager for Courtyard by Marriott. “Guests want more control and choice with services and amenities that create a healthy balance between working and relaxing. We redefined the Courtyard lobby so it invites guests to get out of their rooms to work, socialize or for entertainment, whether traveling alone or with colleagues.”

The open, bright and contemporary [new lobby](#) at one of the premier hotels in Hoover, AL, welcomes guests with vivid contrasting colors including blue, green, orange and red. The traditional front desk has been replaced by separate welcome pedestals to create more personal and private interactions when guests check in. This will allow staff to

move about to show guests the lobby features and provide assistance. Flexible seating options include a communal table in the middle of the action, more private media booths with high-definition televisions and a more intimate, semi-enclosed lounge area.

A signature element of the new lobby is the exclusive GoBoard technology, a 52-inch LCD touch screen packed with local information, maps, weather and news, business and sports headlines. Guests can navigate using the touch screen to find restaurants, local attractions and directions.

Visitors can connect to the Hoover hotel's complimentary Wi-Fi, and ample electrical outlets throughout the lobby can power digital devices. The enlarged business library features several computers along with a printer and separate stations dedicated to printing airline boarding passes and checking flight statuses.

Dining at the Hoover hotel has been completely redesigned with [The Bistro – Eat. Drink. Connect.](#) The restaurant offers casual, flexible seating and easier access to food. Higher quality, healthier menu options are available for breakfast as is light evening fare including snacks, wine and beer so guests can unwind. The Market, a 24/7 shop for snacks, beverages and sundries, is always open for late-night cravings or the toothpaste guests forgot to pack.

Green has been Courtyard's signature color since Marriott launched the brand 25 years ago. Now it is even greener with the introduction of a guest recycling program for the environment. Receptacles for paper, glass, plastic and metal will be conveniently located by side exits of one of the newly renovated hotels in Hoover.

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 860 locations in 30 countries, Courtyard is Marriott's largest brand. All Courtyard by Marriott hotels participate in the award-winning Marriott Rewards frequent travel program that allows members to earn hotel points or airline miles for every dollar spent during each stay. For reservations, go to www.courtyard.com or contact a travel professional.

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