

WINSTON-SALEM, N.C. — With improvements already underway, Marriott Winston-Salem, the largest full-service hotel in Downtown Winston-Salem, is investing millions to enhance the guest experience at the 319-room Twin City Quarter property with top-to-bottom upgrades. The guest room enhancements are expected to be completed in July, with lobby and common areas slated for a September reveal.

“This project reflects our commitment to continuously improving the guest experience at our hotel and in downtown Winston-Salem,” said Kevin Robert, Marriott Winston-Salem’s Area General Manager. “Whether entering through the climate-controlled walkway connecting us to the newly reinvented Benton Convention Center or through our main entrance, visitors and guests will be impressed with the changes they see.”

A newly designed great room and lobby area will provide a bold entrance to the Marriott Winston-Salem, featuring leather, bronze and wood accents; comfortable seating areas for social interaction; and functional work stations for business travelers. The wide-ranging capital improvement project also includes:

- Upgraded Wi-Fi for better connectivity throughout the hotel.
- New heating, ventilation and air conditioning (HVAC) system, selected for guest comfort, reliability and energy efficiency.
- A newly-redesigned restaurant with expanded private dining room, prepared under the culinary direction of award-winning Chef Richard Miller.
- All-new M Club Lounge, presenting the ideal space to work, recharge, connect and relax, with the convenience of food and beverage options.
- An expanded fitness club boasting natural lighting and an outdoor patio.

Additionally, all 315 guest rooms will receive new wood flooring, 55-inch mounted TVs, contemporary furnishings, Serta® Perfect Sleeper® mattresses, sliding barn doors for bathrooms, and walk-in tiled showers. The rooms will be dressed in a refreshing new palette of warm and peaceful earth tones inspired by the surrounding mountain region.

Located in the heart of Winston-Salem’s vibrant downtown district, Marriott Winston-Salem offers more than 14,000 square feet of flexible meeting space, a complement to the 105,000-square-foot Benton Convention Center which recently completed a \$20 million reinvention, and is within walking distance to galleries, shops, museums and more.

For more information or to book a reservation, visit [Marriott.com](https://www.marriott.com) or call 877-888-9762.

About Hospitality Ventures Management Group:

Hospitality Ventures Management Group is a privately owned, fully-integrated hotel investment and management group that specializes in turning around and repositioning underperforming hotels as well as maximizing the performance of stabilized hotels. It currently operates 34 hotels in 17 states totaling 6,209 guest rooms. HVMG operates independent and boutique hotels and resorts, as well as full-service, select service and extended stay hotels under the Hilton, Marriott, Hyatt, Starwood and IHG brands. Visit www.hvmg.com for more information.

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CONTACT:

Richard Brooks

[**Richard.Brooks@twincityquarter.com**](mailto:Richard.Brooks@twincityquarter.com)

336.721.2263

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