

PRESS RELEASE

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SHERATON SUITES MARKET CENTER COMPLETES MULTI MILLION DOLLAR RENOVATION *Project Completion includes the addition of Arbor Kitchen, the newest restaurant in the Dallas Design District*

(DALLAS) DECEMBER 3, 2018 – [Sheraton Suites Market Center Dallas](#) hotel, completes a six-month, multi-million, full-scale property renovation including 253 suites, meeting spaces, lobby and common gathering areas, new outdoor patio, upgraded internet, extended fitness center with new Life Fit equipment, entertainment area, and newly appointed Sheraton Club Lounge, as well as the launch of Arbor Kitchen, a brand new farm-to-table restaurant. The property is owned by Dallas Suites RE, LLC and managed by Aimbridge Hospitality.

Sheraton Suites Market Center Dallas serves as a prototype for Sheraton’s 2020 redesign featuring an elevated look, feel and design, backed by the brand’s “Where Actions Speak Louder,” campaign, designed to boldly communicate ongoing enhancements to the Sheraton guest experience, including new products and partnerships, a renewed focus on service, and an elevated look, feel and design for the flagship brand of Starwood Hotels & Resorts Worldwide, Inc.

The new design features an open-floor plan housing a blend of modern and classic design elements. A reconcepted entry and lobby area introduces a combination of stone flooring, natural wood furniture, and a “desert zen” color palette of clean, cool tones and soft neutrals accentuated with vibrant pops of color. The addition of a large, transparent bookcase emphasizes the adjoining lounge, library and outdoor patio areas. Finally, drawing from the creative culture of the surrounding design district, the new interiors also feature unique pieces from local Dallas artisans to create a relaxing oasis.

In addition to the common areas, 4,000 square feet of meetings and events space was redesigned featuring flexible spaces and the addition of Corning ONE fiber optic solutions to accommodate groups from 10 to 200. A new 1,300 square foot Magnolia room event space was added, featuring floor-to-ceiling windows providing generous natural light.

Guests will find a clean, comfortable and contemporary respite in each of Sheraton Suites’ newly-designed rooms. The design exudes a sophisticated and fresh vibe with a balance of color and textures integrating light, neutral fabrics with seafoam blues and soft yellows. Vintage city-specific photography and murals by Dallas artist Matt Cusick adorn the space.

The centerpiece of the property is the addition of Arbor Kitchen, an all-new farm-to-table restaurant concept featuring an outdoor patio. The concept was developed in collaboration with DJM Restaurants.

Chef Dean James Max has created a menu of modern American cuisine featuring simple seasonal menu items.

The new look of the Sheraton Suites Market Center was designed by Southern California-based VANROOY creative group. The vision of the design was to create a welcoming, open and energetic space encouraging guests to work, play, relax and recover within the fashionable Dallas Design and Arts District, a vibrant community of upscale galleries, showrooms and restaurants, catering to business and convention guests as well as leisure travelers. The property is also located adjacent to the Dallas Medical District, Dallas Market Center, American Airlines Center and the Mavericks NBA practice facility.

The project team also included Jones Lang LaSalle as project manager and Steve Hoegger & Associates as general contractor.

Sheraton Suites Market Center Dallas is located at 2101 N Stemmons Freeway. For more information or to book a reservation, visit www.sheraton.com/marketcenter or call (214) 747-3000.

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ABOUT DALLAS SUITES SUBSIDIARY OF SPRING VALLEY HOSPITALITY

Dallas Suites RE, LLC is a subsidiary of SV Hospitality, LLC specializing in hotel acquisitions, renovations and repositioning. Led by Lee LaRochelle, president and CEO, the company purchases underperforming properties in major markets to reposition and increase profitability. Notable projects include Renaissance Dallas Hotel, West Palm Beach Marriott, Courtyard Long Beach, Marriott Charlotte SouthPark and Renaissance Charlotte SouthPark.

ABOUT AIMBRIDGE HOSPITALITY

Aimbridge Hospitality is the nation's largest independent hotel investment and management firm with a proven track record for delivering superior returns for its strategic partners in a variety of markets and economic cycles. Aimbridge provides management, asset management, development, renovation and consulting services. Based in Dallas, Texas and with development offices in Chicago, Dallas and Puerto Rico, Aimbridge currently owns and/or manages over 800 upscale, independent and branded hotels with nearly 70,000 rooms across the United States and the Caribbean, including such affiliations as Marriott, Hilton, Embassy Suites, DoubleTree, Hilton Garden Inn, Hampton Inn & Suites, Aloft, Hyatt, Wyndham, Choice Hotels and the Phoenix Inn Suites chain of hotels. For more information on Aimbridge Hospitality, please visit www.aimbridgehospitality.com.

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