

## **New Microtel Inn & Suites Hotel Opens in Woodstock, Georgia; Showcases Economy Hotel of the Future**

*Dawgwood Hotels LLC of Woodstock, GA has opened a Microtel Inn & Suites hotel at 305 Molly Lane in Woodstock, off I-575 at Exit 7. The hotel is adjacent to Cherokee Golf Center, and six miles from historic downtown Woodstock and Town Center Mall.*

**June 27, 2008** - [PRLog](#) -- Dawgwood Hotels LLC of Woodstock, GA has opened a Microtel Inn & Suites hotel at 305 Molly Lane in Woodstock, off I-575 at Exit 7. The hotel is adjacent to Cherokee Golf Center, and six miles from historic downtown Woodstock, Town Center Mall and Kennesaw State University, and 30 miles from downtown Atlanta. The new hotel – the 25th Microtel to open in the State of Georgia – showcases the brand’s award-winning prototype design and boasts a contemporary and streamlined, yet practical environment, with unexpected enhancements that guests would not ordinarily expect to find in an economy hotel. Microtel is the Atlanta-based award-winning chain of all-new construction, interior corridor economy/limited service hotels.

“The Microtel hotel brand is an excellent fit for Woodstock, the fastest growing city in Cherokee County, and will serve the growing demand of business and leisure travelers for quality and comfortable accommodations at a competitive price,” said Jay Ross, Vice President of Sales & Marketing for Columbia Hotel Management LLC, which is managing the new property. “Microtel’s prototype design sets a new standard for guests and defines the economy hotel of the future.”

The brand’s new design – being launched at all new Microtel hotels worldwide – was created last November as an outgrowth of a competition that Microtel sponsored with the Savannah College of Art and Design-Atlanta (SCAD). Graduate interior design students competed to produce a Microtel suite guestroom redesign and the three finalists’ concepts went from design to actually being installed in three suites at a Microtel Inn & Suites hotel in Atlanta. Under the direction of Microtel’s Design Director Bijal Patel, a recent SCAD graduate and one of the finalists, as well as input from Microtel franchisees and guests, various aspects of all three designs were incorporated to produce the new award-winning prototype. The new design has already received “Best Guestroom Design” in the limited-service category in the HotelWorld Global Hospitality & Design Awards competition, and Lodging Hospitality magazine’s 2008 “Chain Leadership Award.”

The 69-room Woodstock, GA Microtel Inn & Suites offers single, double and suite accommodations. With the new design, the hotel’s vibrant color palette known as “Cappuccino” integrates rich, deep colors to create a comfortable, inviting atmosphere and consistent theme throughout. All guestrooms feature a flat-panel television with HBO and ESPN, sleek granite countertops, and desk units with easily accessible power and data ports. Suites and Jacuzzi™ suites, equipped with Microtel’s signature MicroKitchen™, are divided into four ‘zones’ with ample space to work, eat, sleep and relax.

Amenities include free local and free long distance phone calls anywhere within the continental U.S. and free WiFi in all guestrooms; Microtel’s new complimentary Get Up and Joe™ continental daily breakfast and 24 hr. coffee and tea; an outdoor swimming pool; fitness center; meeting room; guest laundry, and complimentary USA Today newspaper. The hotel features the stylish Microtel bedding known as Dream Well™ with plush pillow-top mattress and fitted bed skirt, high quality 200-thread count white and khaki-piped linens with triple sheeting, down-like blanket, bed scarf and extra pillows.

For the sixth consecutive year, Microtel has been ranked highest in guest satisfaction among economy hotel chains in the J.D. Power and Associates 2007 North America Hotel Guest Satisfaction Index StudySM.

There are currently 331 Microtel hotels open and under construction worldwide. Microtel is a sponsor of The Society for Accessible Travel & Hospitality (SATH) and is known as the preferred hotel chain for travelers with disabilities. For hotel reservations, visit <http://www.microtelinn.com> or <http://espanol.microtelinn.com>, or contact 1-800-771-7171, TDD 1-800-824-2082, or 1-888-304-6835 (Spanish speaking). To contact the Woodstock Microtel directly, call 678-738-0001. Members of the MicroPass™ frequent guest program earn a one night free hotel stay after nine night stays at any location. All hotels are independently owned and operated.

SAMPLE PHOTOS OF THE NEW MICROTEL DESIGN:

[http://www.microtelinn.com/pressroom/images/JAX\\_SUITE\\_900...](http://www.microtelinn.com/pressroom/images/JAX_SUITE_900...)

[http://www.microtelinn.com/pressroom/images/JAX\\_SUITE2\\_900x602.jpg](http://www.microtelinn.com/pressroom/images/JAX_SUITE2_900x602.jpg)

[http://www.microtelinn.com/pressroom/images/JAX\\_DOUBLE\\_900x602.jpg](http://www.microtelinn.com/pressroom/images/JAX_DOUBLE_900x602.jpg)

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Microtel Ranked #1 in Economy Segment In Customer Satisfaction by 'Market Metrix Hospitality Index'.

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Source	Jay Ross,Barbara Wiener-Fischhof
City/Town	Atlanta
State/Province	Georgia
Zip	30329
Country	United States
Industry	<a href="#">Food, Restaurants, Services</a>
Link	<a href="https://prlog.org/10084014">https://prlog.org/10084014</a>



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