

John Q. Hammons Opens New All-Suite Tower at Embassy Suites - Northwest Arkansas Hotel, Spa and Convention Center

2007-07-10

Now Largest Hotel in Company's Portfolio

John Q. Hammons Hotels & Resorts announced the opening of the Embassy Suites(R) - Northwest Arkansas Hotel, Spa and Convention Center's 152-suite hotel tower. The six-story tower expansion adjoins the existing hotel and the John Q. Hammons Center (www.embassysuitesnwa.com). The expanded property now offers 400 suites and is Arkansas' largest all-suite property and the largest hotel development to date for Mr. John Q. Hammons' in his 49 years in the hospitality industry. The hotel and meeting facility are managed by Springfield, Mo.-based John Q. Hammons Hotels & Resorts, the nation's leading independent builder, developer, owner and manager of upscale, full-service hotels, resorts and suites (www.jqhhotels.com).

The inviting tower features a contemporary décor with vibrant gem tones. Guests now can enjoy John Q. Hammons' signature Spa Botanica day spa, as the tower houses the ninth and largest Spa Botanica within the company's portfolio. To compensate for additional guest traffic associated with the expansion, the hotel is undergoing a \$1 million renovation to enlarge public areas such as the restaurant and to refresh the atrium area with new tile and hardwood floors.

'With our tower expansion, we've created a highly desirable rooms-to-meetings space ratio. The total development spans three city blocks. The sheer size combined with our high standards for consistently delivering an exceptional guest experience better positions us and the city to compete for more citywide conventions,' said Mr. Hammons, founder, chairman and chief executive officer of John Q. Hammons Hotels & Resorts.

The Embassy Suites - Northwest Arkansas Hotel, Spa and Convention Center development is conveniently located on Interstate 540 (future Interstate 49) across from the new Pinnacle Hills Promenade, a 1.1 million-square-foot shopping center, and within a one-mile radius of \$1 billion in new development. Located nearby are several large corporate demand generators such as the Wal-Mart, J.B. Hunt Transport Services, Inc. and Tyson headquarters, as well as the University of Arkansas with a student population of more than 17,000. Other area attractions include Beaver Lake, one of America's top bass fishing destinations, and Hobbs State Park, the largest state park in Arkansas. The nearby Crystal Bridges Museum, a premier national art institution dedicated to American art and artists, is scheduled to open in 2009. Northwest Arkansas Regional Airport is just 12 miles from the hotel.

'John Q. Hammons' hotel and meeting facility represents a flagship property and a key part of the equation in our cultivating Rogers as a destination for business and leisure travel,' said Mayor Steve Womack, city of Rogers. 'We appreciate Mr. Hammons' continued commitment to our shared vision for Rogers and Benton County's continued growth.'

'Although our formal public grand opening is slated for late August, the tower is open for business and experiencing full occupancy,' said David Lang, general manager, Embassy Suites - Northwest Arkansas Hotel, Spa and Convention Center. 'We've identified a significant opportunity, and the considerable initial response is an indicator of things to come.'

John Q. Hammons Hotels & Resorts has developed four other properties in the Northwest Arkansas region, including the Embassy Suites - Hot Springs Hotel and Hot Springs Convention Center, the Embassy Suites - Little Rock Hotel and Convention Center, the Holiday Inn and Northwest Arkansas Convention Center, the Courtyard by Marriott Fort Smith, and the Hampton Inn & Suites in Springdale. Totaling all of his developments, Mr. Hammons has invested more than \$300 million in the state of Arkansas.

Property Information

The new tower is not the only attribute that sets the Embassy Suites - Northwest Arkansas Hotel, Spa and Convention Center apart from others in the region. Featuring a breathtaking atrium, the hotel is topped off with a beautiful glass pyramid and is the tallest building in Northwest Arkansas. Highlighted by tropical plants, a spectacular water feature and comfortable seating available throughout the area, the atrium is designed to create a rejuvenating and relaxing environment. The hotel's Cedar Creek Bistro café offers fine food and dining with seating available inside.

Whether staying for business or pleasure, every guest of the Embassy Suites - Northwest Arkansas Hotel, Spa and Convention Center is pampered from the moment they enter the premises. Rather than being separated from guests behind a check-in desk, a 'pod-style' check-in process allows the staff to give more personal service. Also, all guests have access to complimentary shuttle service to and from Northwest Arkansas Regional Airport, as well as free shuttle service to any destination within five miles of the hotel, which is located at 3303 Pinnacle Hills Parkway.

The hotel has a private bedroom in every suite, a living room with a sofa sleeper, wet bar, refrigerator, microwave and coffeemaker. In addition, each of the hotel's suites is equipped with two color televisions, high-speed Internet service, customizable voicemail, video game console and WebTV. Travelers also are able to enjoy the restaurant and lounge, as well as full cooked-to-order breakfast during their stay. Guests are treated to a complimentary USA Today every weekday morning, laundry/valet service, sundeck, cardio fitness center, 24-hour gift shop, complimentary business center, and an oversized indoor pool and whirlpool.

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