

## Newly Constructed Sheraton Jacksonville Hotel Opens

2008-07-23

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The opening of the Sheraton Jacksonville is part of the most aggressive global expansion in the Sheraton's history - with 54 hotels scheduled to open and 20,000 new rooms to be added to the brand by 2009.

Sheraton Jacksonville Hotel is located in southeast Jacksonville in the heart of Deerwood Park and just minutes away from popular Jacksonville attractions such as the Avenues Shopping Mall, the Mayo Clinic Jacksonville, University of North Florida-UNF, and the new St. Johns Town Center Mall. Jacksonville's sunny beaches are also just a short drive away.

'We are proud to welcome the Sheraton Jacksonville Hotel to our brand's growing portfolio of more than 400 hotels around the world,' said Hoyt Harper, Senior Vice President for Sheraton Hotels and Resorts. 'Sheraton anticipates the needs of travelers who crave familiarity and comfort by providing spacious accommodations, updated technology and signature amenities - all designed to make them feel at home from the moment they walk in the door.'

Guests of Sheraton Jacksonville Hotel are invited to relax with fellow travelers in the hotel's energetic and interactive lobby space. There, they will find the Link@Sheraton(sm) experienced with Microsoft(R) communications hub, which delivers the technology services guests expect while on the road, allowing them to check their email, research local attractions and even print boarding passes. Sheraton Jacksonville Hotel also provides 856 square feet of meeting space in two meeting rooms as well as related services, including AV, catering and event planning.

'We are thrilled to become part of the Jacksonville community and bring the Sheraton experience to its visitors,' said Ray Smith, General Manager. 'Sheraton Jacksonville Hotel will become a destination in itself for our guests and a focal point of the Deerwood Park area.'

Each of the property's 159 non-smoking guest rooms feature the signature Sheraton Sweet Sleeper(SM) Bed, a nine-layer custom-designed ensemble boasting an exquisitely comfortable, plush mattress, fluffy down hypoallergenic pillows, crisp cotton sheets, cozy blanket and signature blanket and duvet. Sheraton also gives its guests front-row seats to high-quality, in-room programming through its Scene@Sheraton entertainment offering, including sneak previews and premier sports programming viewed on wall-mounted flat screen HDTVs. Sheraton Club guestrooms will have access to Club Lounge benefits, such as continental breakfast served daily, afternoon hors d'oeuvres and beverages, upgraded bath amenities and work stations complete with copier, fax and printer capabilities.

Sheraton Jacksonville Hotel also offers guests a new state-of-the-art fitness center developed in partnership with Core Performance, an organization that trains elite athletes and Olympians and is dedicated to providing breakthrough solutions to help individuals achieve their maximum performance.

Sheraton Jacksonville Hotel will also feature the area's first Shula's 347 Grill, a casual venue in the tradition of Shula's Steak Houses, named in honor of famed Coach Don Shula. The restaurant, featuring flat screen TVs and sports memorabilia, will exclusively serve Certified Angus Beef(C) and the renowned SHULA CUTS as part of its gourmet menu. Three private dining rooms will also be available for business meetings or special occasions.

Sheraton Jacksonville Hotel is located at 10605 Deerwood Park Blvd.

This article comes from Hotel News Resource

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