

The Chapel Hill Hotel and Hospitality Industry Is Ready to Welcome Back University Families and Travelers

Chapel Hill, North Carolina (July 27, 2020) --- Over the course of the next few weeks and months we will see an influx of visitors to the Chapel Hill/Orange County area – students, their families and friends, and hopefully many others, here for work or pleasure. It's never been more critical than it is now to know that the hotel rooms waiting for them are clean and safe.

At a local tourism planning meeting in Chapel Hill, the Chapel Hill/Orange County Visitors Bureau asked Orange County hotels for an update on the rigorous sanitation efforts being implemented across the towns of Carrboro, Chapel Hill and Hillsborough. What we learned is reassuring. Here are some updates on what visitors can expect when checking in to our hotels.

Many hotels have begun to bring staff back, in preparation of the UNC start date. Recap of area hotels:

Hampton Carrboro and ATMA properties including Courtyard by Marriott, Quality Inn, and Sheraton Chapel Hill

- ATMA Hotel Group is committed to the safe and clean stay of all of their guests and has introduced the ATMA [P.R.O.M.I.S.E.](#) which includes increased cleanliness protocols, while also incorporating new technologies like electrostatic sprayers that disinfect rooms.
- All of their hotels have removed notorious germ attractors like pens and notepads and have focused on cleanliness of high touch guest room areas. They have cut down on stay over service to provide a safe contactless experience for both their employees and guests.
- They will continue to work with the Hilton and Marriott brands and their partners on the cleanliness initiatives that have been put forth. They have also implemented several policies to keep their employees safe during the pandemic by providing masks, desk shields and temperature checks among other measures.
- ATMA Hotels has 2 hotels that are currently not open; the TRU by Hilton, under construction, and the Sheraton, currently under renovation.
- The Quality Inn hotel has maintained a respectable occupancy while housing hospital guests, construction guests and guests through the partnership with the town and IFC.

Courtyard by Marriott

- As an ATMA property the Courtyard by Marriott is committed to the same standard of excellence as Hampton Carrboro and others.
- ATMA Hotel Group has invested more than a quarter of a million dollars to purchase new equipment and staff training that will “take cleanliness and hygiene standards to a higher level in our industry
- Electrostatic spraying devices that use an EPA registered, chlorine and phosphate free, disinfectant.

- The selected spray is effective in controlling viruses including Norovirus, Allergens and Bacteria. Treatments will touch the entire guest room including fixtures.
- Managers and line employees will be certified in COVID-19 Best Practices, Cleaning and Disinfecting Surfaces.
- Industry leading RGF air purification units have been ordered for guest rooms and public spaces that remove bacteria and viruses as well as gas, odors and dust.
- ATP testing meters that measure the presence of virus and bacteria cells on hard and soft surfaces.
- Installation of sanitizing stations throughout hotel public spaces including elevator landings, front desk as well as Food and Beverage areas, fitness centers, meeting rooms and back of house areas.
- All employees will be wearing masks and gloves for as long as brand and CDC recommendations are in effect.

Sheraton Chapel Hill

This property, currently under renovation is looking at having rooms available in October 2020.

The Sheraton, like all ATMA properties, has introduced this [P.R.O.M.I.S.E](#)

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Other hotel properties in Chapel Hill include:

The Carolina Inn

- Carolina Inn staff has completed Count on Me NC certification.

- The Carolina Inn is running shuttle service and sprays a mist of “industrial-grade disinfectant” throughout the shuttles — a process known as fogging.
- The restaurant will open August 3, 2020 under the current guidelines.
- Provisions and Company is the grab and go option now.

Hyatt (Carolina Inn is part of their portfolio as is Hyatt Place Southern Village) is now guided by **Hyatt's Global Care & Cleanliness Commitment** which builds on rigorous safety and cleanliness protocols and includes:

- **GBAC STARTM cleanliness and training accreditation process** through the Global Biorisk Advisory Council (GBAC) at all Hyatt hotels.
- **Trained Hygiene & Wellbeing Leader or team at all locations**, responsible for their hotel adhering to new operational protocols and training.
- **Cross-functional panel of trusted medical and industry advisors**—including experts from Cleveland Clinic—to help us fine-tune safety protocols of the entire hotel experience.

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AC by Marriott

- AC by Marriott downtown Chapel Hill is committed to providing Chapel Hill guests with a safe environment that aligns with expert protocols for working to defeat COVID-19. Consisting of in-house and outside experts in food and water safety, hygiene and infection prevention, and hotel operations, our **Marriott Cleanliness Council** is redefining our cleaning and safety standards.
- Hand sanitizing stations have been installed at hotel entrances, front desks, elevator banks, and meeting spaces.
- Signage in public spaces will remind our guests to maintain social distancing. We will be adding partitions at check-in to provide an extra level of precaution for our guests and our associates.

Residence Inn by Marriott

- Breakfast now being offered is via grab and go. Boxed meals available.
- Evening dining and room service is open on weekdays from 5:30pm to 9:30 pm.
- The pool is open currently with 10 person-capacity.
- As a Marriott brand the property has rolled-out enhanced technologies using the highest classification of disinfectants recommended by the Centers for Disease Control and Prevention (CDC) and World Health Organization (WHO) to treat known pathogens. The hotel is taking every step to disinfect guest rooms and public areas to ensure safety and well-being of hotel guests. <https://clean.marriott.com/>
- Residence Inn is currently not running shuttles.

Siena Hotel Chapel Hill

- Siena Hotel is part of the prestigious Marriott Autograph Collection.
- As an Autograph Collection hotel, the property shares the same Commitment to Clean as Marriott International, and no one says that better than Mr. Marriott himself.

Aloft Hotel Chapel Hill

- Aloft Hotel Chapel Hill is committed to providing Chapel Hill guests with a safe environment that aligns with expert protocols for working to defeat COVID-19.
- Consisting of in-house and outside experts in food and water safety, hygiene and infection prevention, and hotel operations, their **Marriott Cleanliness Council** is redefining the hotel's cleaning and safety standards.
- The pool remains closed.

Graduate Hotels (former Franklin Hotel)

- Many of the Graduate hotel properties have already reopened, and they'll continue to open through September. Graduate Chapel Hill is set to open August 3.
- The company has introduced **Graduate Cares** – a pledge to ensure the health and safety of customers and associates. Created in partnership with the country's top medical professionals at the Cleveland Clinic, leading consumer products company Procter & Gamble, and the American Hotel & Lodging Association (AHLA), these safety precautions have been designed to meet the standards of the industry's most trusted experts.
- The Graduate Chapel Hill will safely offer grab and go options.
- Elevator rules: 2 people per elevator or one family.

Hillsborough Holiday Inn Express

- This recently renovated Hillsborough Holiday Inn Express property is a member of the International Hotel Group (IHG), which adheres to comprehensive health and safety procedures including all local laws.
- Hotels have increased the frequency of cleaning public areas (including lobbies, elevators, door handles, and public bathrooms) and high-touch points in guest rooms.
- All hotels have been advised on cleaning products and protocols which are effective against viruses.
- While food and beverage options may vary at this time, we are committed to protecting the well-being of our guests
- Currently grab and go options are available.
- The outdoor pool is currently closed.

Chapel Hill and Orange County are striving to help keep visitors safe during their visit. Learn what local businesses are doing to protect you as part of the “[Orange County Cares Stay Safe Pledge](#).” Orange County properties are also participating in the North Carolina [Count on Me NC](#) program as well. Join this shared commitment to keeping each other healthy.

And when you pack your bags, don’t forget your face coverings. For more information, visit [VisitChapelHill.org](#).

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Top Photo: Electrostatic sprayer at Carrboro Hampton Inn & Suites, an Atma Hotel

Photos - There are six photos that accompany this release that may be downloaded without approval. Click the asset request link and hit see more link at top right to see all six images. They are courtesy of the Chapel Hill/Orange County Visitors Bureau. The other photos in this database link require approval to download.

<https://www.visitchapelhill.org/asset-request/>

Here is a link to Video on the Atma Hotel PROMISE and safety protocols in place <https://youtu.be/HSU11s8Y-ig>

Media Contacts

Laurie Paolicelli, Executive Director, lpaolicelli@visitchapelhill.org 919) 259-1658
Patty Griffin, Communications Director, pgriffin@visitchapelhill.org (919) 245-4321
Chapel Hill/Orange County Visitors Bureau