



CONTACTS: **Mark Z. Nelson**
919-260-7430
mark.nelson@atmahotelgroup.com

SHERATON CHAPEL HILL UNVEILS COMPREHENSIVE TRANSFORMATION



The renovation brings the hotel in line with the future vision for Sheraton Hotels that is being rolled out at properties around the world

CHAPEL HILL, NC – September 1, 2021 – The completely reimagined [Sheraton Chapel Hill](#) is ready to welcome travelers after an extensive multi-million dollar top to bottom renovation that showcases Marriott’s vision for the new Sheraton brand and ATMA Hotel Group’s new vision for full service hospitality in Chapel Hill and the surrounding areas. The reimagined Sheraton Chapel Hill will open its doors to the public on September 7, 2021 after a \$15 million renovation.

“We are thrilled to bring the new Sheraton brand to life in our community,” said Manish Atma, Founder and CEO of Chapel Hill’s ATMA Hotel Group. “The renovation will serve to highlight what is already incredible about Chapel Hill – and bring the best of the best to our local community. These changes will strengthen the Triangle’s position as a global gathering place for groups, conventions, guests, and locals alike, and the Sheraton Chapel Hill will act as a public square for our growing, evolving region.”

“This is a pivotal moment for Sheraton as we see hotel owners embracing the new vision and bringing it to life,” said Amanda Nichols, senior director and global brand leader of Sheraton Hotels. “Over the past 80 years, Sheraton has always offered guests the time-honored assurance of a welcoming community. We’re proud to have built on this legacy in the new concept, creating an environment where guests can enjoy all the familiar comforts of the Sheraton brand, but with fresh, contemporary updates.”

Drawing on its roots since the 1980's as the original community hub for locals and guests, the new Sheraton Chapel Hill embraces the creation of an intuitive and holistic experience with places to connect, be productive, and feel part of something. The layered interior design of the hotel balances a sense of timelessness with a fresh and modern feel and aims to create an environment where guests feel comfortable and at ease, whether working, meeting or relaxing.

The Sheraton Chapel Hill is centrally located in the heart of North Carolina's vibrant Triangle region and is minutes from the Raleigh/Durham International Airport, Research Triangle Park and University of North Carolina at Chapel Hill and Duke University. The property features 172 newly modernized guest rooms with more than 18,000 square feet of meeting and event space, a full-service bar and restaurant, a private outdoor pool, a 7,000 sq. ft. rooftop amenity deck for outdoor events, and a 1,284 sq. ft. state of the art fitness center. The new Blue Corners Bistro & Bar offers tapas style sharable plates with a southern seafood flair from Executive Chef Donovan Campbell.

A Modern-Day "Public Square"

At the heart of the new Sheraton Chapel Hill experience is the lobby which has been re-imagined as the **Public Square** of the hotel; a holistic, open space that invites people to join together or be alone amongst others, creating a sense of energy and belonging. With a flow that is natural, intuitive, and uncomplicated, guests have what they need within arm's reach, all set against an inviting backdrop that feels warm and comfortable yet refined.

Built into the new design are signature elements such as the **Community Table**, an inviting, purpose-built workspace that will anchor the Sheraton's lobby and allow guests to work, eat and drink while soaking up the energy of the space. Following Sheraton Chapel Hill's philosophy to embrace both form and function, these tables are custom designed with amenities to keep guests productive, including built-in lighting, outlets, and wireless charging stations.

The Studios, flexible gathering spaces available to book whenever a guest needs it, celebrate collaborative working and connecting with others in a less formal setting. Built on raised platforms and enclosed with glass, the tech-enabled Studios welcome guests to contribute to the energy of the public space while also providing privacy and focus for everything from small group meetings to private dining experiences.

Soundproof Booths are also strategically placed throughout the lobby, perfect for a spontaneous phone call to connect privately with friends, family, or colleagues.

Built with its global, productivity-focused guest in mind, the Sheraton Chapel Hill's new elevated food & beverage philosophy creates a focal point in the lobby experience. Part bar, part coffee bar, part market, **&More by Sheraton** is a central pillar of our new vision, transitioning guests seamlessly from day to night with food & beverage options that are locally-sourced, easy to consume while working and customizable to accommodate all tastes and time schedules.

Guest Rooms & Club Lounges That Champion Productivity

In the hotel's new guest rooms, guests are welcomed into a bright, well-lit space with warm, residential appeal, comprised of soft finishes and light wood tones accentuated with black metal accents. The rooms have been reimagined with new tools for productivity, such as a powered height-adjustable work table with integrated power and charging and layered lighting; while still retaining some of the classic Sheraton signature amenities, including the luxurious *Sheraton Sleep Experience* platform bed. The guest bathroom has also been completely redesigned with new and modern walk-in showers and bath amenities by Gilchrist & Soames.

The Sheraton Club Lounge, an 1,346 sq. ft. exclusive space for Marriott Bonvoy Elite members, has been created as part of the transformation. The new design ensures the space is welcoming, elevated, and purposefully designed for a layered and engaging experience that transitions seamlessly with activations from morning to evening. Guests will find updated food and beverage offerings, premium amenities, enhanced connectivity, and 24/7 access to provide a private environment.

Commitment to Clean Promise

ATMA Hotel Group and Sheraton Chapel Hill are following Marriott International's *Commitment to Clean* protocols, created in partnership with leading experts in food and water safety, hygiene and infection prevention, and hotel operations. These protocols include mandated mask wearing for all associates within the hotel, and the use of disinfectants recommended by the Centers for Disease Control in the country/region where the hotel operates and the World Health Organization to sanitize surfaces in the hotels. ATMA staff also uses Victory Electrostatic handheld and backpack sprayers to disinfect rooms and public spaces. This innovative technology kills 99% of viruses and bacteria. ATMA properties will be equipped with industry leading RFG Air Purification Units for individual rooms and public spaces. These units are designed to remove mold, bacteria, and viruses from the air as well as gas, odor and dust.

###

Sheraton Chapel Hill Image Library:

https://drive.google.com/drive/folders/1UavQPUZGha5kqRfJJGPJ0mzUdbr_hbOf?usp=sharing

<https://drive.google.com/drive/folders/1xD6tjgyAZhvaEjc7b2WTQRPj3-ZCCYs8?usp=sharing>

To find out more about the new Sheraton experience, visit:

<https://sheraton.marriott.com/experience/new-sheraton/>

About ATMA Hotel Group

Atma Hotel Group, Inc. is a hotel ownership and property management company based in Chapel Hill, NC. ATMA Hotel Group prides itself on providing superior accommodations, exceeding guests' expectations and developing its associates. The ATMA management team and associates proactively manage each property with a hands-on approach and the latest technology to maximize the guest experience. Established in 1995 by Manish Atma, Atma Hotel Group, Inc. currently owns and operates Hilton, Marriott, Intercontinental and Choice Hotels throughout North Carolina.

About Sheraton Hotels & Resorts

Sheraton Hotels & Resorts makes it easy for guests to feel welcome at over 440 hotels in more than 70 countries and territories around the world. As the most global brand within Marriott Bonvoy's portfolio of extraordinary hotel brands sitting at the center of hundreds of communities around the world, Sheraton has a rich heritage in creating a sense of belonging for guests, wherever they are in the world. Sheraton is currently undergoing a major brand transformation, creating a signature community experience for the next generation of travelers at properties across the globe. The new vision for Sheraton features intuitive design, tech-forward experiences, and upgrades to everything from public space and F&B to flexible meeting space. To learn more, visit www.sheraton.com. Stay connected to Sheraton on [Facebook](#), and [@sheratonhotels](#) on [Twitter](#) and [Instagram](#). Sheraton is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on [Marriott Bonvoy Moments](#) and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.marriott.com.