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## FOR IMMEDIATE RELEASE

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## DELTA HOTEL TO OPEN IN RICHMOND DOWNTOWN IN EARLY 2017

**Richmond, VA**—June 23, 2016—**Crowne Plaza Richmond Downtown**, featuring 298-rooms and 13,000 square feet of flexible meeting space, will soon be converting to one of Marriott International's newest brands, **Delta Hotels by Marriott**. The hotel owner, an affiliate of Richmond-based SMI Hotel Group, has recently signed a licensing agreement with Marriott International and plans to have the hotel re-branded by early 2017.

"We are pleased to debut Marriott's newest full-service brand in the Richmond market," said Robert Reed, Vice President—SMI Hotel Group.

Prior to the conversion, the property will complete a multi-million dollar renovation, with Baskervill handling the architectural and design phase of the project. The renovation will encompass all areas of the hotel including fully renovated guestrooms and suites; a newly appointed lobby, reception desk and business center; remodeled ballroom and meeting facilities; a new concept F&B outlet that will incorporate Delta's signature Destination Bar and Grab & Go Marketplace hallmarks, and an exterior update that will enhance the arrival experience. Upon rebranding, guests of the Delta Richmond Downtown will be able to book directly through Marriott.com and earn points with Marriott International's award-winning Marriott Rewards loyalty program.

The Delta Richmond Downtown will continue to be managed by SMI Hotel Group.

### About SMI Hotel Group

Founded in 1997, Richmond, VA based SMI Hotel Group is an operator of award-winning upscale, full-service hotels in Virginia and Texas. Privately owned, the company strives to deliver memorable hospitality experiences that exceed the expectations of every guest that stays, meets or dines in their properties.



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### **About Delta Hotels by Marriott**

One of North America's leading four-star brands, Delta Hotels provides guests with exactly what they need for a seamless travel experience. With more than 35 locations in gateway cities throughout Canada and Orlando, FL (US), guests will discover Delta's distinct style of simple made perfect. The brand's invitingly familiar rooms, free Wi-Fi and convenient dining options, offer travelers a comfortable and stylish place to stay. Delta Hotels was acquired by Marriott International in April 2015. For more information or reservations visit [www.marriott.com](http://www.marriott.com).

### **About Marriott International**

Marriott International, Inc. (NASDAQ: MAR) is a global leading lodging company based in Bethesda, Maryland, USA, with nearly 4,500 properties in 87 countries and territories. Marriott International reported revenues of more than \$14 billion in fiscal year 2015. The company operates and franchises hotels and licenses vacation ownership resorts under 19 brands. The company also manages the award-winning guest loyalty program, Marriott Rewards® and The Ritz-Carlton Rewards® program, which together comprise more than 56 million members. For more information or reservations, please visit our website at [www.marriott.com](http://www.marriott.com), and for the latest company news, visit [www.marriottnewscenter.com](http://www.marriottnewscenter.com).

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