

The Courtland Grand Hotel Joins Trademark Collection by Wyndham

10/12/2023

ATLANTA--(BUSINESS WIRE)-- Officials of the 763-room Courtland Grand Hotel today announced that the property has joined the Trademark Collection by Wyndham. Operated by HEI Hotel & Resorts, a leading hospitality investment and management company, the former Sheraton hotel immediately joins Wyndham Rewards, the award-winning hotel rewards program with more than 100 million enrolled members, as well as the company's reservation system.

The 763-room Courtland Grand Hotel (pictured) has joined the Trademark Collection by Wyndham. Operated by HEI Hotel & Resorts, a leading hospitality investment and management company, the former Sheraton hotel immediately joins Wyndham Rewards, the award-winning hotel rewards program with more than 100 million enrolled members, as well as the company's reservation system. (Photo: Business Wire)

Trademark Collection by Wyndham is geared toward three- and four-star hoteliers looking to tap into the scale and resources of Wyndham while maintaining their hotels'

independent spirit. Today, the brand includes more than 185 hotels in nearly 25 countries, including top destinations like Atlanta, San Francisco, Las Vegas, Montreal, Berlin, Zurich, Athens and Istanbul, among others.

"Joining the Trademark Collection by Wyndham affords us the best of all worlds, allowing the Courtland Grand Hotel to retain its independent allure while providing access to brand tools that ultimately benefit our guests," said Marilyn Yelle, director of sales and marketing for the hotel. "Having operated this hotel since 2017, we see the affiliation as both a celebration of our independence and an important step toward our continued mission of providing unparalleled guest experiences. The move also allows us pay higher commissions to our third-party reservation partners and intermediaries, which we are confident will have further benefits to the hotel's bottom line."

Situated in downtown Atlanta at 165 Courtland Street NE, the hotel has maintained a four-star rating on TripAdvisor since 2016. Guest rooms provide large, floor-to-ceiling windows and refrigerators. Hotel amenities include a 24/7 fitness center, and a lush garden courtyard with a heated pool covered by a retractable glass dome. Guests may dine at Fandangles Bar & Restaurant, serving American fare and specialty cocktails, or enjoy a breakfast buffet at Collage. The hotel also offers nearly 100,000 square feet of meeting space, including two ballrooms and an exhibit hall.

“Modern travelers crave unforgettable experiences, and the Trademark brand allows guests to immerse themselves in their local surroundings with unique, yet comfortable, accommodations,” said Leo Danese, brand leader, Trademark Collection by Wyndham. “The Courtland Grand Hotel, Trademark Collection by Wyndham brings this to life in a cultural urban hub whether you’re booking your next business stay or bringing your family on a weekend getaway.”

For more information, or to book your next stay, visit <https://www.wyndhamhotels.com/trademark/atlanta-georgia/courtland-grand-hotel-trademark-collection/overview>.

About HEI Hotels & Resorts

HEI Hotels & Resorts, headquartered in Norwalk, Conn., is a leading hospitality investment and management company that owns or operates 100+ luxury, upper-upscale and upscale independent and branded hotels and resorts throughout the United States. HEI’s branding partners include Marriott, Hilton, Hyatt, IHG, Choice and Wyndham. The company is renowned for its commitment to its associates under the culture of HEI Loves, its revenue management, profit contribution and empirically based real estate value creation, driven by a full complement of proprietary software tools to set and exceed targets on a fully integrated basis. HEI works hand-in-hand with institutional capital partners on existing assets under management as well as sponsored acquisition opportunities. The company has ample equity capital and strategically co-invests with its partners on many transactions. To learn more about HEI, please visit www.heihotels.com.

About Trademark Collection by Wyndham

Each of Trademark Collection by Wyndham’s upper-midscale-and-above hotels around the world – from landmark hotels in Europe, Asia, The Americas and the Caribbean to its flagship hotel, The Galt House Hotel in Louisville, Ky. – boast three common attributes: character, charm, and individuality. Launched in 2017, Trademark Collection is the first Wyndham-brand geared to three- and four-star hotel owners passionate about upholding their hotels’ independent spirit and designed for everyday travelers seeking distinctive, attainable accommodations in sought-after destinations. For more information, visit www.trademarkhotels.com.

About Wyndham Hotels & Resorts

Wyndham Hotels & Resorts (NYSE: WH) is the world's largest hotel franchising company by the number of properties, with approximately 9,100 hotels across over 95 countries on six continents. Through its network of approximately 852,000 rooms appealing to the everyday traveler, Wyndham commands a leading presence in the economy and midscale segments of the lodging industry. The Company operates a portfolio of 24 hotel brands, including Super 8®, Days Inn®, Ramada®, Microtel®, La Quinta®, Baymont®, Wingate®, AmericInn®, Hawthorn Suites®, Trademark Collection® and Wyndham®. The Company's award-winning Wyndham Rewards® loyalty program offers over 103 million enrolled members the opportunity to redeem points at thousands of hotels, vacation club resorts and vacation rentals globally. For more information, visit **www.wyndhamhotels.com**.

Chris Daly, media

chris@dalygray.com

(703) 864-5553

Source: HEI Hotels & Resorts