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FAIRFIELD BY MARRIOTT® HOTEL NOW OPEN IN SHELBYVILLE, KENTUCKY
Hotel Opens with a Design that Pays Homage to the Brand's Origins at the Fairfield Farm

Shelbyville, KY – April 9th, 2024– The 84-room Fairfield by Marriott in Shelbyville, Kentucky opened today with décor that provides guests with a feeling of warmth and calm while traveling. Located at 222 Gordon Lane, Shelbyville, Kentucky the Fairfield by Marriott Inn & Suites Shelbyville will operate as a Marriott franchise, managed by General Hotels Corporation.

“We are very excited to open this hotel in Shelbyville, ” said Jim Dora, Jr. President & CEO of General Hotels Corporation. “The community support for this project has been tremendous”.

Located at I-64 exit 32 near Talon Winery and Jephtha Creed Distillery, this hotel is convenient for interstate travelers and Bourbon Trail visitors alike. Hotel amenities include a fitness center, complimentary Wi-Fi, Business Center, and free hot breakfast featuring make-your-own waffles and other assorted healthy items.

The public is invited to the hotel's Grand Opening Celebration happening on April 25th from Noon to 2:00 p.m., with an official ribbon cutting at 12:30 p.m. RSVPs are appreciated but not required. Guests may contact Michelle Kelley, Director of Sales, at (502) 461-9599 to add their name to the event guest list.

Delivering both function and comfort, the design and décor elevate the Fairfield brand. Fairfield by Marriott is known to provide an easy, positive, and productive travel experience, as well as the promise of consistent and reliable service at an exceptional value. The Fairfield Inn & Suites Shelbyville is a truly stunning example of the brand's contemporary look and feel, and we are pleased to introduce Fairfield by Marriott hotel in the Shelbyville area.

The décor package is warm, timeless, forward-thinking, and inviting with simple nods back to the brand's heritage. Specific elements meant to evoke feelings from the Fairfield Farm include a farmhouse table in the lobby for gathering and connecting, photography from the Fairfield Farm serving as artwork in the lobby and guest rooms, natural materials and unique textures featured throughout, and a history wall in every property showcasing the brand's roots.

The guestroom design is impactful, unique and addresses the functional needs of the Fairfield guest for a seamless experience. The room was designed with the modern traveler's needs to stay productive on the road in mind without overcomplicating the guestroom. Each room features a modern lounge chair, serving as both functional and comfortable to either work or relax in. The artwork in the room takes center stage with the window treatment acting as a focal point, displaying photography taken at the Fairfield Farm. The material is sheer and allows light to pass through the photography, warming up the room and creating a comfortable environment. The suites also feature an ergonomic workstation, a comfortable couch, refrigerator, coffeemaker and microwave.

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About Fairfield by Marriott

Fairfield by Marriott is designed to deliver a seamless stay through trusted service and warm, inviting spaces. In addition to complimentary Wi-Fi and hot breakfast, Fairfield offers thoughtfully designed rooms and suites that provide separate living, working and sleeping areas. With over 1,000 properties around the globe, Fairfield is proud to participate in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit [MarriottBonvoy.com](https://www.marriott.com/bonvoy). For more information or reservations, visit www.fairfieldinn.com, become a fan on [Facebook](https://www.facebook.com/fairfieldhotels) or follow @FairfieldHotels on www.twitter.com/fairfieldhotels.

About General Hotels Corporation

Founded in 1962, General Hotels Corporation (GHC) is a leading hotel development, construction and management company, based in Indianapolis, IN. The organization currently manages over 50 hotels representing over 5,100 guestrooms with several new locations in development and under construction through the guidance of GHC Development and the Hospitality Project Services team.

The organization's portfolio includes a broad range of brands and property types including select service, full service, extended stay, and independent hotels in a wide range of markets. The GHC Family of Companies provides development, construction, third-party management, and revenue management only services to its clients in addition to ownership and management of the company's own investments.

The company's core values of caring, commitment, excellence, growing, integrity, and respect, serve as its guiding principles in all operations and interactions with guests, associates, investors, and partners. To learn more about GHC, visit [genhotels.com](https://www.genhotels.com).