

THE INN FORMER



Vol. 33 Number 1

A publication for the employees of Cooper Hotels

Spring 2022

DoubleTree by Hilton Memphis Completes \$5 Million Renovation

Last December, **DoubleTree by Hilton Memphis** completed a 19-month major renovation. The top-to-bottom project was accomplished in phases, to take advantage of low occupancy during the pandemic and to avoid inconveniences to guests.

Guestrooms were first in the renovation schedule. All furniture and amenities were replaced, as well as carpet and wall coverings. Bathroom doors were replaced with space saving “barn door” entryways. At the same time, complete renovations were done on all hotel corridors and elevator lobbies.

Renovations to the hotel’s 6,000 square feet of meeting and event space included new carpet, wall coverings, new LED fixtures and lighting in the hotel ballroom and prefunction area. Boardrooms received new tables and chairs.

With the increased public interest in outdoor functions and gatherings, a 1,600 square-foot, private patio was created with intricate stamped concrete flooring, new landscaping, furniture and a fire pit.



A renovated suite at DoubleTree by Hilton Memphis



The hotel's newly updated 3,700 square foot ballroom



New Made Market adjacent to the new front desk pods



A Topgolf Swing Suite in Erling Jensen Small Bites

In the hotel lobby, new front desk “pods” and illuminated artwork were installed adjacent to a new Made Market offering snacks and beverages. A convenient Connectivity Zone with computers and functional seating was also added.

The four public rest rooms on the ground floor received new flooring, wall covering, sinks with automated faucets, backlit and full-length mirrors and hardwood walls replacing conventional toilet partitions.

The final phase of the renovation was the demolition of the hotel’s existing restaurant and bar to accommodate a new restaurant, Erling Jensen Small Bites with Topgolf Swing Suite.

In the dining area, new tables, seating, flooring and window treatments were installed surrounding two expansive Topgolf Swing Suite simulator bays with their own new seating and tables. Massive TV screens were placed in the elevated bar area, which received new seating and tables, some overlooking the hotel lobby after the removal of an existing wall.



Memo from Management

By *Pace Cooper*
President & CEO
Cooper Hotels

As many scientists are indicating, the pandemic might be evolving to an endemic, and with continued progress, we can see a time soon where we can finally return to living more normal lives. That means our hotel guests are returning in greater numbers and group gatherings are taking place at our hotels.

So, for our hotels, that screams, “let’s all get back to the basics...good service and absolute cleanliness.” Each guest, every attendee and dining patron visiting our facilities, is more important to us than ever. We must all do our part to make sure they experience the best possible service and cleanest facilities that we can provide in order to earn their loyalty.

While our front desk teams are critical in providing guests a warm welcome and smiling greetings, every department has its role in delivering outstanding service.

As a company, we have increased staffing levels in all positions to be able to take care of our guests, improve our service and attention to detail and increase our brand guest loyalty scores.

We have increased our property maintenance budgets to help ensure that the condition and appearance of our hotels remain appealing to our guests.

All of our hotels are keeping the COVID cleanliness and sanitizing protocols in place to maintain the trust we have earned from guests. Our housekeeping teams are vital in helping us keep our guests coming back.

In most of our hotels we have reintroduced our popular brand standard breakfast buffets, giving our guests more menu options, variety and an improved service experience. We are counting on our food and beverage teams to provide stellar service.

When Cooper Hotels does well, we all benefit. The Cooper Hotels ICON program rewards team members for outstanding service. Every time your name is mentioned in a hotel survey, you earn a free lottery scratch-off card. For every 25 mentions you receive 25¢ added to your hourly pay – up to \$1 every year, with no effect on your annual review. So, always make guests aware of your name when providing your very best service.

Thank you for your dedication and loyalty to Cooper Hotels. You are our greatest asset.

THE CUSTOMERS ALWAYS WRITE – OR POST

Hampton Inn & Suites Detroit/Airport-Romulus

Go Blue game day

Very clean, friendly and courteous staff. Close to the highway, airport and University of Michigan. They are following all COVID protocols. We felt very safe during our visit. This is our third visit to this hotel, and it has been perfect every time.
sjscps1 ~ Pittsburgh, PA

Hilton Knoxville Airport

Wonderful Stay and Hospitable Staff

My sister and I were in town because our uncle passed away recently. Distraught, I was crying in the lobby and the front desk host, Leslie, handed me a box of tissue. Without hesitation, she gave her condolences. She was super caring and thoughtful. Leslie got us the best rates possible for the room and applied my AAA membership discount. The courtesy of the staff extended throughout the hotel. We had dinner at the restaurant, and the server was super sweet, efficient and on top of everything.

N. Allen ~ October 2021

DoubleTree by Hilton Murfreesboro

Good Value

Good value and in a good location. Stores and restaurants near by and in walking distance. Rooms are in good shape, and I felt safe inside and outside. Restaurant at hotel is good. Breakfast buffet was good, it is not included. Will stay here again when needed. The staff is the best part. Each one I interacted with made me feel as though I was the VIP at that moment.
pete s ~ Cookeville, TN

Embassy Suites Detroit Metro Airport

I will be back soon

I enjoyed my stay, the complimentary breakfast, and the convenience of the burger place inside was a plus. My kids had a great time, and anything I asked for towels, etc., came quickly. Staff was friendly and welcoming too.