

Microtel Inn & Suites Hotel Opens in Hoover, Alabama

Oikon Hotels Hoover, LLC of Birmingham, AL has opened a 59-room Microtel Inn & Suites hotel outside of Birmingham at 500 Jackson Drive, in Hoover, AL.

June 26, 2008 - [PRLog](#) -- Oikon Hotels Hoover, LLC of Birmingham, AL has opened a 59-room Microtel Inn & Suites hotel outside of Birmingham at 500 Jackson Drive, in Hoover, AL. The new Microtel Inn & Suites offers convenient access to both I-459 and I-65, and is located minutes from the Riverchase Galleria Mall and Regions Park Stadium, home of the Birmingham Barons. The new hotel showcases the brand's award-winning prototype design, and boasts a contemporary and streamlined, yet practical environment, with unexpected enhancements that guests would not ordinarily expect to find in an economy hotel.

Microtel is the Atlanta-based award-winning chain of all-new construction, interior corridor economy/limited service hotels.

The 100% smoke-free Microtel Inn & Suites in Hoover is convenient to numerous area restaurants, shopping and entertainment, and is located two miles from Regions Park and 10 miles from downtown Birmingham.

“Microtel’s prototype design sets a new standard for guests and defines the economy hotel of the future,” said Birmingham-native Darren Nelson, Vice President of Operations and a veteran in hotel operations.

“We are proud to bring a new hotel with quality accommodations and reasonable rates to the growing Galleria Mall area.” Nelson and his team are currently building an additional Microtel hotel in Tuscaloosa, AL on Veterans Memorial Parkway, two miles from the University of Alabama. It is expected to open later this summer.

Nelson added, “The Microtel brand has a history of success and recognition, consistently ranked highest among economy hotels.” For the sixth consecutive year, Microtel has been ranked highest in guest satisfaction among economy hotel chains in the J.D. Power and Associates 2007 North America Hotel Guest Satisfaction Index StudySM.

The four-story Hoover, AL Microtel Inn & Suites offers single, double and suite accommodations. With the new design, the hotel’s color palette known as “Metro” (one of the brand’s six new palettes) integrates rich, deep colors to create a comfortable, inviting atmosphere and consistent theme throughout. All guestrooms feature HD LCD flat-panel televisions with HBO and ESPN, sleek granite countertops, and desk units equipped with easily accessible power and data ports. Suites additionally include Microtel’s signature MicroKitchen™ with microwave and micro-fridge, and are divided into four ‘zones’ with ample space to work, eat, sleep and relax.

Guest amenities include free local and free long distance phone calls anywhere within the continental U.S. and free WIFI in all guestrooms, Microtel’s new complimentary Get Up and Joe™ continental daily breakfast and 24 hr. coffee and tea, a fitness center, executive business center, and meeting room. The hotel also features the stylish new Microtel bedding known as Dream Well™ with plush pillow-top mattress and fitted bed skirt, high quality 200-thread count white and khaki-piped linens with triple sheeting, down-like blanket, bed scarf and pillows.

About Microtel Inns & Suites

Microtel’s new design – which is being launched at all new Microtel hotels worldwide – was created last November as an outgrowth of a competition that Microtel sponsored with the Savannah College of Art and Design-Atlanta (SCAD). Graduate interior design students competed to produce a Microtel suite

guestroom redesign and the three finalists' concepts went from design to actually being installed in three suites at a Microtel Inn & Suites hotel in Atlanta. Under the direction of Microtel's Design Director Bijal Patel, a recent SCAD graduate and one of the finalists, as well as input from Microtel franchisees and guests, various aspects of all three designs were incorporated to produce the new award-winning prototype.

The new design has received awards including "Best Guestroom Design" in the limited-service category in the prestigious HotelWorld Global Hospitality & Design Awards competition, and Lodging Hospitality magazine's 2008 "Chain Leadership Award."

There are currently 331 Microtel hotels open and under construction worldwide. Microtel hotels are located in 45 states in the U.S. and in international locations including Argentina, Canada, Mexico and The Philippines. Microtel is a sponsor of The Society for Accessible Travel & Hospitality (SATH) and is known as the preferred hotel chain for travelers with disabilities. For hotel reservations, visit <http://www.microtelinn.com> or <http://espanol.microtelinn.com>, or contact 1-800-771-7171, TDD 1-800-824-2082, or 1-888-304-6835 (Spanish speaking). The Hoover hotel can be reached directly at 205-444-3033. Members of the MicroPass™ frequent guest program earn a one night free hotel stay after nine night stays at any location. All hotels are independently owned and operated.

EDITORS' NOTE - FOR A SAMPLE MICROTEL SUITE PHOTO, CLICK ON:
http://www.microtelinn.com/pressroom/images/BATH_SUITE_ME...

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Microtel Ranked #1 in Economy Segment In Customer Satisfaction by 'Market Metrix Hospitality Index'.

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Source	Darren Nelson,Barbara Wiener-Fischhof
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