



NEWS (Hi res photo available)

Hotel Equities Opens Fairfield Inn & Suites in Holiday, FL

Hotel Features Marriott's Bold Contemporary New Look

Atlanta, Georgia – July 12, 2011 – Hotel Equities (www.hotelequities.com) recently opened the 78-room Fairfield Inn & Suites by Marriott in the city of Holiday, near Tarpon Springs, Florida. Located at 3060 U.S. Highway 19, the Fairfield Inn & Suites Holiday Tarpon Springs will operate as a Marriott franchise, managed by Atlanta-based Hotel Equities.

Whether traveling for business or pleasure, the hotel offers guests convenient access to the Tarpon Springs Cultural Center, the Tarpon Springs Aquarium, Busch Gardens, the Leeps-Rattner Museum of Art and the Gulf beaches.

“We are pleased to introduce Fairfield Inn hotels in the Holiday area,” said Tamara Markham, Vice President of Operations for Hotel Equities. “Our hotel offers business and leisure travelers convenient, quality accommodations at an affordable price. We look forward to welcoming guests and providing our friendly, award-winning service that will set this hotel apart.”

A complimentary continental breakfast is available each morning in the lobby area. Other hotel amenities include an outdoor swimming pool, exercise room, meeting room, valet laundry service, free high-speed Internet and a business center.

The new Fairfield Inn & Suites' public space features an innovative and contemporary design that is both flexible and functional. The open and bright new lobby welcomes guests with a vibrant color palette of greens, blues, and oranges. Thoughtfully designed suite rooms offer a flat-panel HDTV and an iHome Stereo. The sleeping area in all rooms features plush mattresses, down blankets and crisp linens to create a truly revitalized bedroom experience. Additional in-room amenities include an ergonomic desk chair, hair dryer and two phones with free local calls. ###

About Hotel Equities

Hotel Equities is an Atlanta-based full-scale hotel management, development and consulting firm. Frederick W. Cerrone, CHA, serves as President and CEO. HE presently has more than 50 properties in its portfolio. For more information, visit www.hotelequities.com.

For more hotel information or reservations, call the Fairfield Inn & Suites Holiday Tarpon Springs hotel directly at 727-722-9500, call the Fairfield Inn toll-free number at 800-228-2800, contact a travel agent or visit the web site at www.fairfieldinn.com.

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