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FAIRFIELD INN & SUITES BY MARRIOTT® BARABOO CELEBRATES GRAND OPENING WITH RIBBON CUTTING AND OPEN HOUSE

Baraboo, WI | September 14th, 2023 – The 97-room Fairfield Inn & Suites by Marriott Baraboo had their ribbon-cutting ceremony and public open house yesterday in celebration of their grand opening. Located at 932 Gateway Drive, the celebration included a traditional ribbon cutting ceremony, tours of the property, a free raffle giveaway, with drinks and snacks. The hotel is owned by JDJE, LLC and will operate as a Marriott franchise, managed by S&L Hospitality of Verona, WI.

The event welcomed local dignitaries to help celebrate the hotel's grand opening on Wednesday, September 13th. In attendance were members of the Baraboo Chamber of Commerce and city officials, including City of Baraboo Mayor Rob Nelson, Baraboo Chamber of Commerce Executive Director George Althoff, Vice President of Community First Bank Ryan Boebel, and hotel owners Jay Smith, David Walsh, John Thompson, and Eric Lund.

The management team at the property is led by General Manager Sharon Wroblewski, who has over 15 years of hospitality management experience. Sharon lives in Baraboo and has spent the last 4 years helping oversee two highly successful hotel properties in the Madison-area.

"I am extremely honored for the opportunity to join such a highly recognized and reputable hospitality management team," said Sharon Wroblewski, General Manager of Fairfield Inn & Suites Baraboo. "Our hotel will provide the highest level of customer service to our guests and our team looks forward to being an active business partner in the Baraboo community."

The new 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 showcasing the brand's roots.

The new 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 guestrooms also feature an ergonomic workstation, a comfortable couch, refrigerator, coffeemaker, and microwave.

Additional hotel amenities include an indoor swimming pool with indoor/outdoor hot tub, fitness center, outdoor patio with fire pits, valet laundry service, complimentary Wi-Fi, as well as fax and copy services. A complimentary hot breakfast, featuring oatmeal, scrambled eggs, sausage, make-your-own waffles, and other healthy items, such as fruit, yogurt, and whole grain cereals and breads is also available.

About Fairfield Inn & Suites by Marriott

Fairfield Inn & Suites 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. 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 S&L Hospitality

S&L Hospitality™ is a privately held hotel and resort development and management company with a niche in indoor waterparks resorts, and is headquartered in Verona, Wisconsin. The company is comprised of hotel and waterpark resort industry experts with prior experience developing and managing more than one billion dollars in indoor waterpark resorts and hotels, nearly 100,000 square-feet of conference and meeting space, and six high-end spas. Their award-winning, hands-on philosophy and management style supports their mission to deliver a first-class guest experience, driven by superior strategic operations, sales, and marketing. For more information, visit www.slhosp.com.

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