

## New hotel is open near a busy SouthPark intersection



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There's a new hotel open in SouthPark, on Sharon Road just south of Fairview Road: A dual-branded Hilton Garden Inn/Homewood Suites by Hilton.

Totaling 270 rooms split between the two brands, the new hotel expands the inventory of rooms in an area that's growing rapidly denser. It also includes 2,500 square feet of flexible meeting space. The hotel is owned and managed by Chartwell Hospitality LLC.

"Whether visiting for business or leisure, our dual-brand property provides diverse accommodations for visitors with varying needs, and our convenient location and value-added amenities deliver savings and quality that today's guests demand," said John Bensing, general manager of the dual-branded property, in a statement.

Dual-branded hotels, with two separate hotels in one property, have become more popular in recent years. They allow hotel operators to appeal to more guests on the same site with different offerings, such as suites and smaller rooms, while sharing some amenities, overhead and behind-the-scenes facilities. For example, a combined AC Hotel and Residence Inn by Marriott are under construction in one tower atop the EpiCentre uptown.

In SouthPark, the hotels will have separate lobbies and dining areas, and a shared pool and 24-hour gym.