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## LONE STAR LUXURY: JW MARRIOTT AUSTIN OPENS ITS DOORS

### *JW Marriott's First Austin Hotel Honors U.S. Armed Forces with First Check-In*

AUSTIN, TEXAS, February 13, 2015 – JW Marriott Hotels & Resorts opened its first property in Austin today, approximately two and a half years after the hotel first broke ground. The 34-story JW Marriott Austin is not only the largest hotel in Austin, but also the largest JW Marriott in North America and the second-largest JW Marriott in the world. The JW Marriott Austin employs approximately 800 associates, has achieved a LEED Silver certification and a two-star Austin Energy Green Building rating.

"Not only will this hotel change the meeting and convention landscape in Austin, but it will also serve as a huge addition to the city's hospitality and dining scene," said Scott Blalock, general manager of the JW Marriott Austin. "We are thrilled to bring the JW Marriott brand to Austin and to open our highly anticipated hotel and restaurants to visitors and Austinites alike."

The first guest to check in will be Major Walter Engle, who is based at Fort Hood. He has served in the Army for more than 18 years and been deployed eight times. The JW Marriott Austin donated a weekend stay at the hotel for his family, including his wife and three children, in appreciation for his service to the United States.

"Austin is a natural fit for the JW Marriott brand. As one of America's fastest-growing cities, Austin is home to a thriving culinary, music, and arts scene, completely aligned with our guests' passions," said Mitzi Gaskins, vice president and global brand manager for JW Marriott Hotels & Resorts. "We are honored to host Major Walter Engle and his family as our first guests and look forward to offering them an unforgettable experience—right in the heart of this vibrant city."

The hotel will boast a spectacular fifth-floor pool deck and bar, some of the largest guest rooms in the city with stellar views, a full-service Starbucks and more. A highly anticipated player in Austin's burgeoning culinary scene, the hotel will also feature three restaurants—Osteria Pronto, Corner and Burger Bar.

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Osteria Pronto is a regional Italian restaurant that is driven by a thoughtful approach to cooking from scratch and a sincere commitment to fresh, local ingredients. Osteria Pronto's menu is designed to offer a twist on classic Italian dishes with simple, distinctive flavors such as burrata campagna, paglia e fieno and bistecca fiorentina. Corner is a lively dining destination that will feature Texas-inspired cuisine using fresh local ingredients and uniquely crafted Tequila cocktails. The menu features a selection of grilled meats and fish, a variety of local craft beers on tap, as well as several Texas wines and spirits.

For those seeking a quick indulgent bite, JW Marriott Austin's Burger Bar on Congress, has a walk-up food truck-style window on Congress Ave. Burger Bar serves freshly ground flat-top burgers, french fries and shakes at lunchtime and the early evening.

The JW Marriott Austin has a distinct local feel. Key interior design elements were incorporated to celebrate the spirit of Austin and the state of Texas. Unique design features include large columns throughout the hotel and lobby built from Texas limestone; a topographical map of Austin illustrated in the lobby ceiling and floor; illuminated artwork behind the check-in area that resembles a magnified cactus graphic; and a large outline of the state of Texas etched into the bottom of the fifth-floor pool.

The JW Marriott Austin is designed to host large conventions and meetings, with more than 112,000 square feet of event space, 42 meeting rooms and 1,012 guest rooms. More than 520,000 room nights have already been contracted through 2021, with the first guests arriving the day the hotel opens. Several large meetings and conventions have already chosen to host their events at the JW Marriott Austin. Some of the first groups include South by Southwest Festival, 4C Environmental Conference and Abila, among others.

"The new JW Marriott Austin has already enabled us to make advances in both the size and quality of groups that we are now able to attract with the additional inventory and 1,012-room convention-style hotel," said Bob Lander, president and CEO of the Austin Convention & Visitors Bureau. "While visitor attendance at marquee events and festivals definitely help our entire community, meetings and conventions travel remains the strongest economic backbone for our industry in terms of generating positive economic impact to the city."

The hotel is located on the square block bounded by Second and Third Streets and Brazos Street and Congress Avenue in downtown Austin and is within walking distance to major attractions, including the Austin Convention Center, the Texas State Capitol, the Ann & Roy Butler Hike and Bike Trail on Lady Bird Lake, and more. The hotel includes 1,012 guest rooms, three presidential suites, three hospitality suites and 24 executive suites. All guest rooms and suites will feature 48" HD LED Smart TVs, high-speed Internet access and Texas-inspired décor. Guests will also be able to access 24-hour room service, a state-of-the-art fitness center and the 24-hour full-service business center, among other amenities.

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### **About JW Marriott Austin**

Construction on the JW Marriott began in August 2012. The hotel is designed to host large conventions and meetings, with more than 112,000 square feet of event space, 42 meeting rooms and 1,012 guest rooms. The hotel will also achieve a LEED Silver certification and two-star Austin Energy Green Building rating. The 34-story hotel is the largest hotel in Austin, the largest JW Marriott in the United States and the second-largest JW Marriott in the world. [JWMarriottAustin.com](http://JWMarriottAustin.com), [@JWMarriottATX](https://www.instagram.com/jwmarriottatx) and [facebook.com/jwmarriottaustin](https://www.facebook.com/jwmarriottaustin)

### **About JW Marriott Hotels & Resorts**

JW Marriott is part of Marriott International's luxury portfolio and consists of beautiful properties in gateway cities and distinctive resort locations around the world. These elegant hotels cater to today's sophisticated, self-assured travelers, offering them the quiet luxury they seek in a warmly authentic, relaxed atmosphere lacking in pretense. JW Marriott properties artfully provide highly crafted, anticipatory experiences that are reflective of their locale so that their guests have the time to focus on what is most important to them. Currently, there are 70 JW Marriott hotels in 26 countries; by 2020 the portfolio is expected to encompass more than 100 properties in over 30 countries. Visit us [online](#), on [Instagram](#), [Twitter](#) and [Facebook](#).