



## **ALOFT HOUSTON SHENANDOAH HOTEL OPENING IN JANUARY 2021**

**Shenandoah, Texas (Jan. 5 2020)** – Set to provide a new, luxurious destination in the Houston metropolitan area, **Aloft Houston Shenandoah** will open to the public on January 5, 2021. The project was developed in partnership with The Odom Organization LLC and will be managed by Concord Hospitality Enterprises.

Nestled in the heart of Shenandoah and The Woodlands area just north of Houston, **Aloft Houston Shenandoah** is within minutes of The Woodlands mixed-use town center Market Street, the Woodlands Mall and concert amphitheater, The Cynthia Woods Mitchell Pavilion. Guests staying at the hotel will also have easy access to all four major hospitals in The Woodlands area including Memorial Herman – The Woodlands Medical Center, CHI St. Luke’s Health –The Woodlands Hospital, Houston Methodist Woodlands Hospital and Texas Children’s Hospital The Woodlands. This hotel offers direct access to I-45 ensuring a convenient commute to Bush International Airport (IAH).

“I could not be more excited to get our Aloft Houston Shenandoah open to kick off 2021,” said Brian Pitcock, General Manager, **Aloft Houston Shenandoah**. “Aloft hotels are different by design and we cannot wait to bring something new to the area. From our innovative room designs and spacious public areas to craft cocktails at the WXYZ Bar, our guests can expect a distinct warm and welcoming experience.”

Using technology and design to enhance experiences, **Aloft Houston Shenandoah** is a next generation hotel, offering tech-forward innovation and an energetic atmosphere. **Aloft Houston Shenandoah** will take the guest experience to the next level, providing innovation and sophistication so visitors can recharge, refuel and relax in the most connected way possible.

Standing five stories tall, **Aloft Houston Shenandoah** boasts 116 loft-style guestrooms, featuring airy 9-foot-high ceilings and plus platform beds. In each guestroom, visitors may enjoy custom Aloft bath amenities by Bliss Spa, walk-in showers with rainfall showerheads, fast and free WiFi and 55-inch HDTV with the ability to stream Netflix, Hulu, Pandora, YouTube and other services. The hotel features several amenities including the Camp Aloft where adventure awaits kids with their own bed-in-a-bag and special treats; ARF, a pet-friendly program that features an Aloft-branded bed, bowl, treats and toys; Re:Charge Gym, where guests can sprint,

stretch, lift and pump on any of our vast equipment options; and Splash Pool and Backyard, allowing guests to enjoy the beautiful Texas weather.

**Aloft Houston Shenandoah** offers two event rooms totaling 1,180 square feet. Each room is equipped with AV capabilities to include mounted LCD projector, drop down projector screen, polycom phone, microphone and high-speed Wi-Fi.

**Aloft Houston Shenandoah** features the signature **WXYZ® Bar** and **Re:Mix Lounge** where guests can mix it up with a full menu of food options, beer, wine and signature drinks. **Re:Fuel by Aloft** brings to life customizable pots for a fresh, fast and flavorful breakfast option that guests can enjoy in the hotel or on the go.

The Aloft Houston Shenandoah is located at 19391 David Memorial Drive. For more information on **Aloft Houston Shenandoah**, visit <http://www.marriott.com/houao> or call (281) 363-4400.

### **About Aloft Houston Shenandoah Hotel**

Ideally located in The Woodlands, Texas area, the brand new Aloft Houston Shenandoah offers a savvier experience for the modern traveler. Surrounded by shopping, entertainment and major businesses, this hotel offers convenient access to everything you need. Meet and mingle with friends at the WXYZ® Bar, grab a sweet, savory or healthy snack from Refuel by Aloft – a 24-hour pantry – or play in the Remix lounge. Breeze into one of its spacious rooms, featuring contemporary décor, complimentary Wi-Fi and pillow top mattresses. Plug and play connectivity station charges all of a guest's electronics and links to the 55" LCD TV, maximizing work and play. Hosting an upcoming meeting celebration? The Aloft Houston Shenandoah's adaptable event room offers tasteful designs along with high-performance AV equipment and Wi-Fi access. Whether traveling for business or pleasure, Aloft Houston Shenandoah offers a refined experience visitors won't soon forget. For more information, check out <http://www.marriott.com/houao>

### **About The Odom Organization**

Led by Scott T. Odom, The Odom Organization is a private diversified organization concentrating in the development and operation of several subsidiary companies. Odom applies expertise, high standards and sound decision making to each opportunity as it arises. As with any complex process, the successful completion of a new development or project depends upon the establishment of carefully considered goals and objectives.

Odom approaches every new acquisition and development as an investment by focusing on important investment parameters such as a company's tangible assets, free cash flow and potential for improving business performance. Odom's investment strategy follows certain key principles that inspired him while at Columbia Business School in New York City.

Prior to Columbia University, Odom studied and obtained a Doctor of Dental Surgery degree from the UT Dental School located in the University Of Texas Health Science Center within the world renowned Texas Medical Center.