



**FOR IMMEDIATE RELEASE:  
McKibbon Hospitality & Aloft Asheville Downtown Receive  
Marriott CONNECT 2022 Renovation Excellence Award**



**Tampa, FL (February 10, 2022)** – [McKibbon Hospitality](#) is pleased to announce it has been recognized as a Renovation Excellence CONNECT 2022 award winner from Marriott International, celebrating the all-encompassing renovation of its Aloft Asheville Downtown completed in the spring of 2020.

The Renovation Excellence Award honors companies that completed an on-time, complete scope-of-work renovation, resulting in an exemplary representation of the respective brand, and will be presented during Marriott’s CONNECT 2022 conference later this year.

“We are honored to receive a Renovation Excellence CONNECT 2022 award recognizing Aloft Asheville Downtown’s recent full-scale renovation,” said J.B. McKibbon, McKibbon Hospitality vice president of asset management. “We took a very thoughtful and guest-focused approach to refreshing the space, working with our renovation team to incorporate design elements and local artwork that reflected not only the unique community of Asheville but the unique elements of the Aloft brand, which have been extremely well-received by our guests.”

Implementing modern, stylistic upgrades, new soft goods and refreshed amenities throughout Aloft Asheville Downtown’s renovation incorporated new carpeting, seating and fabrics in all guest rooms, suites and public space. Blending bold patterns and vibrant colors, the hotel’s refreshed look has reinvigorated the space while staying true to the brand’s eclectic character. Other notable upgrades included in the renovation include an expansion and complete reorganization of the hotel’s lobby, signature W XYZ bar and outdoor patio, The Ledge on

Biltmore, improving functionality and flow, complimented by an all-new contemporary furniture package.

Paying homage to the creative culture of Asheville and the playful element of the Aloft brand, the renovation proudly incorporated locally inspired elements and locally commissioned artwork sourced by Asheville native Liz Barr of Art Resources, including a mural in the motor lobby highlighting several of downtown Asheville's most popular areas produced by The Big Bridge Studio and an expansive piece in the lobby's two-level entry way honoring musicians created by Scott Allred with Brushcan Studios. The hotel's guest rooms also received an artwork refresh with headboard pieces from Brushcan Studios and busker imagery by local artist John Haldane.

Aloft Asheville Downtown, which opened in 2012, is owned and managed by McKibbon Hospitality. [McKibbon Places](#), McKibbon Hospitality's Atlanta-based sister company focused on hotel development and renovations, managed the renovation of the hotel, which was completed by North Carolina-based contractor, First Finish & Design One.

Offering guests a modern, urban-chic experience in the heart of the Blue Ridge Mountains, the four-story Aloft Asheville Downtown features 111 guest rooms, four suites, 649 square feet of meeting space, a fitness center and outdoor pool. Guests can enjoy handcrafted cocktails and tasty small plates with a view at the Aloft brand's signature W XYZ bar and The Ledge on Biltmore, a balcony overlooking downtown Asheville. Additionally, the hotel's in-house breakfast bar, re:Fuel by Aloft, offers Starbucks coffee and self-service gourmet eats – perfect for guests on the go. Rated one of the most pet-friendly brands in the U.S., Aloft Asheville Downtown invites guests to bring their furry friend along for their stay, providing complimentary treats, beds and bowls, and has been nationally recognized for its Aloft Foster Dog Program, connecting hundreds of foster dogs in need with their forever homes.

For more information, please visit <https://www.marriott.com/hotels/travel/avlal-aloft-asheville-downtown/>.

[VIEW PHOTOS HERE](#)

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### **About McKibbon Hospitality**

Headquartered in Tampa, FL, McKibbon Hospitality creates memorable hospitality experiences that inspire brand and property loyalty. It's how we've grown into one of the largest (and most awarded) hotel management companies in the country. We operate dozens of hotels for Marriott, Hilton, Hyatt, IHG, and other iconic hospitality brands. Our legacy is built on a foundation of integrity, anchored in how we value our guests, treat our associates and partners, and give back to our communities. Visit [McKibbon.com](http://McKibbon.com) to learn more.

### **About Aloft Hotels®**

Aloft Hotels currently operates more than 195 hotels in 29 countries and territories. Catering to a tech-savvy, music-loving crowd, the brand offers vibrant, eclectic spaces that thrive off bringing people together. A brand for music lovers and music makers alike, Aloft is best known for its emphasis on innovative music programming through its Live at Aloft platform. Signature brand amenities include WXYZ® bar, Re:mix® lounge, grab-and-go breakfast concept Re:fuel by Aloft®, and pet-friendly program Arf® (Animals R Fun). Aloft moves to its own beat – it is Different. By Design. – using technology and design to enhance experiences and evolve with

the needs of its guests. For more information, visit [www.aloft-hotels.com](http://www.aloft-hotels.com) and follow along on Facebook, Twitter, and Instagram. Aloft is proud to participate in Marriott Bonvoy, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on Marriott Bonvoy Moments, and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit [MarriottBonvoy.com](http://MarriottBonvoy.com).

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