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Roedel Companies purchase Courtyard by Marriott in Nashua; Plans to reposition/renovate hotel & conference center

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New Hampshire-based hotel owner/operators Roedel Companies, have added their first Marriott property to its growing portfolio of hotels. The organization has purchased a Courtyard by Marriott. With the purchase, Roedel also returns to the Gate City after a prolonged absence. In 1967, Fred Roedel, senior advisor at Roedel, started his hotel career with the first Susse Chalet Inn. He grew it into one of the largest privately held hotel chains in the eastern U.S. prior to selling the portfolio in 2000.

The company secured a loan for the project from Merrimack County Savings Bank for an undisclosed amount. The funds will support the purchase and renovation of the Courtyard by Marriott and its conference center.

Located off the Everett Tpke., Roedel intent is to reposition the multifaceted property to include a newly renovated Courtyard by Marriott hotel and full-service conference center. The multimillion dollar renovations will take place in phases to limit disruptions to guests and are slated to be completed in the first quarter of 2015.

Roedel will give the Courtyard by Marriott's interior a complete makeover. The organization will demolish the existing lobby and create a new open concept, multi-purpose area called the Bistro. Marriott's signature C-bar, a free-floating oval, will be installed in the middle of the lobby to provide guests with fresh coffee, espresso drinks, grab 'n' go items and made-to-order dishes. In the evening, the same counter will offer alcoholic beverages and additional food offerings. A communal dining table, home theatre-like entertainment area, media pods, business library and fireplace will be added to create a comfortable yet vibrant area for guests to socialize. In addition, Roedel will modernize 200 guest rooms and executive suites, expand the fitness center and add new meeting rooms. Bathrooms, corridors and public areas will also be updated throughout the property.

Originally built in 2006, Roedel will create a signature name and logo for the property's 11,000 s/f conference center. The organization will revitalize the exterior by adding a new entrance on the side of the building facing the Everett Tpke. A porte-cochère, signage, lighting and landscaping will be installed to create an inviting and sophisticated entryway for guests. The interior will also be fully renovated to provide an ideal space for meetings, conferences, social events and weddings.

David Roedel, partner of Roedel said, "As an organization, we are excited to be part of the Marriott property and saw an opportunity to update the hotel from top to bottom to provide guests with the amenities they've come to expect from a Marriott. Upon completion, the conference center will be an ideal location for business events and celebrations."

Roedel Companies, the owner and developer, will utilize its subsidiary companies to complete the renovations and manage the property. ROK Builders, the hotel construction affiliate of Roedel

Companies, will oversee the renovation while RSJ Associates spearheads interior design and procurement. RGH Hospitality, the hotel management subsidiary of Roedel Companies, will run the Courtyard by Marriott and conference center.

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