



THE HOTEL AT AUBURN UNIVERSITY

AND DIXON CONFERENCE CENTER

FOR IMMEDIATE RELEASE  
May 18, 2017

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### **The Hotel at Auburn University & Dixon Conference Center Undergoing Extensive Renovations**

AUBURN, AL – The Hotel at Auburn University & Dixon Conference Center has begun extensive renovations to give guests a reimagined experience during meetings and events at the Hotel's Dixon Conference Center.

The Hotel is adding capacity to the main ballroom, as well as functionality that allows both ballrooms to connect. New technology additions, which include electronic displays outside each meeting room, are being added to keep guests informed on pertinent information related to their event and the hotel.

Additionally, the beautiful new design will enhance the experience for all Conference Center guests. Final plans for the 27,000-square-foot of space in the Conference Center were made in collaboration with Auburn University's nationally ranked Interior Design Program within the College of Human Sciences. The hotel team partnered with a senior class for two semesters and, in conjunction with an Atlanta-based hotel designer and construction management company, gave the students a real-life experience in creating plans, boards and presenting their vision. The same process has been used in the past eight years to create Piccolo, AT Ariccia Trattoria, the hotel lobby and now the Conference Center, making students a vital part of the process.

"The reimagined event space within the hotel will be a welcome enhancement for all of our guests," said The Hotel at Auburn University Managing Director, Hans van der Reijden. "It is another way in which Auburn University is showing its dedication to enable the hotel to play a leading role in the meeting and convention world, not only in our region, but in the State of Alabama!"

During construction, the hotel is erecting a marquee on the south parking lot of the hotel that can accommodate events through the renovation's completion in November of this year, hosting events up to 400 persons in capacity.

"We have numerous events already booked in the marquee," said The Hotel at Auburn University Director of Sales and Marketing Todd Scholl. "From large and lavish to small and budget-oriented, from black-tie affairs to corporate retreats, it is truly a blank slate and can accommodate up to 400 persons for a seated meal function."

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The hotel is already well underway in construction of the new porte cochere, which will welcome guests under a glass canopy and protect guests from weather while offering a stylish first impression to the front door of Auburn.

For more information, contact Todd Scholl, director of sales and marketing at The Hotel at Auburn University: [todd.scholl@auhcc.com](mailto:todd.scholl@auhcc.com).

Centrally located near the shops and restaurants of downtown Auburn, Ala., The Hotel at Auburn University & Dixon Conference Center is just a short walk from the excitement of Auburn University and a diverse array of cultural and entertainment attractions. Whether in town for the big game, a special party, or a productive business meeting, the hotel's 236 guestrooms and suites offer true Southern hospitality in an ideal setting. For a southern twist on Italian, visit A•T, located inside the hotel. An open kitchen and outdoor patio seating add character to this restaurant, which serves breakfast, lunch, dinner, cocktails, Sunday Brunch and offers take-out service. A•T features an espresso bar and unique wine list, and has a private dining room for special events. Located in A•T, Piccolo is Auburn's only true lounge experience for specialty cocktails and a large variety of appetizers and desserts. The menu features a variety of small plates perfect for sharing, refreshing cocktails, and piccolo bottles of champagne. Live jazz performances take place on Fridays and Saturdays (except on home football game weekends). The property is owned by Auburn University and managed by the Atlanta-based Capella Hotel Group. For additional information or reservations, please call (800) 228-2876 or visit [www.auhcc.com](http://www.auhcc.com).

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