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**For Immediate Release**

**Historic AC Hotel by Marriott Houston Downtown Opens,  
Brings Back Mid-century Modern back into Style**

*Houston's newest destination for travelers combines sleek European sophistication with Texas touches*

**HOUSTON (July 31, 2019)** – AC Hotel Houston Downtown (AC Houston) is now open and accepting reservations for rooms and special events.

The historic, 10-story hotel is located in the heart of downtown, at the corner of Rusk and Main, and connects guests to the city's companies and entertainment with multiple sport venues, such as Toyota Center and Minute Maid Park, the Theater District and the Discovery Green Park within a walking distance. Located at the intersection of two light rail lines, AC Houston also provides guests with easy access to the Texas Medical Center, the Museum District and Reliant Center.

The hotel is the first AC in Houston and only the third in Texas. Developed by NewcrestImage, the hotel is an adaptive reuse of an historic 1914 building in downtown Houston, originally commissioned by famed Houston entrepreneur, Jessie Jones, and designed by Alfred Finn as the headquarters of Gulf Oil. Since then, the building has been home to the National Bank of Commerce and most recently served as The Houston Bar Center.

The property was listed on the National Register of Historic Places in 2017, as an example of a 1960s modernist building. It has undergone a meticulous mid-century modern renovation to coincide with AC Houston's opening, including restoration of the marble and Granux exterior and the marble-clad, ground-floor lobby. The hotel's customized interior design and furnishings reflect minimalistic European-style, including guestrooms with "floating" furniture and public space featuring wood and stone finishes accented by chrome, and millwork imported from Verona, Italy.

Blending European roots and Texas friendliness with thoughtful service and modern mindset, the hotel offers 195 rooms on 10 floors. Fully-equipped rooms feature elegant design and comfort for both leisure and business travellers, while in-room desk and ergonomic chairs, complimentary high-speed Internet, WiFi and charging ports make business travel easy and productive. Guests can stream from their devices directly to the wide-screen, HDTVs with premium channels.

The food and beverage experience at AC Hotel Houston Downtown begins at check-in for guests, where bite-sized pâte de fruit-flavored with Campari or Aperol, for example, are offered as a welcome amenity.

AC Kitchen, a multi-functional space with the look of a high-end residential kitchen, offers a European-style breakfast with sweet and savory Spanish egg tarts taking the place of traditional eggs. Prosciutto and other cured meats freshly sliced on a Berkel slicer, French croissants, fresh fruits, cheeses, muesli, yogurt, fresh Nespresso coffee and more are also available. Designed to easily transform from breakfast service to a multi-functional table, the area will accommodate coffee service, wine and cheese tastings, and other special culinary events. For those on the go, a local selection of artisan snacks is available 24-7 at the AC Store. The hotel also will feature an 1,100-square-foot Starbucks café, with streetside and lobby entrances, opening later this fall.

At the AC Lounge, guests and locals alike can indulge in tapas and handcrafted, Texas-inspired cocktails by mixologist Alex Luna, including the hotel's signature drink, The Chaplin – a black & white take on the classic Old Fashioned and a nod to the Zoe Ballroom's past as a silent movie theater. Other beverage options reflect AC brand's Spanish heritage, including the iconic gin and tonic, and the nightly porrón tradition, where Cava is passed around in a unique vessel to create a communal experience among fellow travelers. The lounge will also feature weekly activations, providing a springboard to local artists and artisans.

Corporate and social groups will gather for luxury events and onsite catering at the 3,600-square-foot Zoe Ballroom, which has been restored to its original 1914 design, retaining its classic barrel-vaulted ceiling. The space was originally called the Zoe Theater, opening in 1914 and showing silent movies.

"We are very proud to debut the AC by Marriott in Houston with our unique property. The restoration was a labor of love and we hope that business and leisure travelers and Houstonians alike will embrace our property as a new downtown destination to stay and socialize," said General Manager Jon Craven. "From check-in to check-out, we want to indulge our guests with all the amenities and services they've come to expect, in an environment reflective of AC brand's Spanish roots and Houston's distinctive energy and laid-back vibe."

#### **ABOUT AC HOTELS**

AC Hotels by Marriott celebrates the beauty of classic modern design with its European soul and Spanish roots. Born from the entrepreneurial spirit of renowned hotelier Antonio Catalan, AC Hotels and Marriott formed a joint venture in 2011. The brand offers concept-driven, turn-key customization of guest room and public space design built for a new kind of guest – a creative, entrepreneurial-minded and modern global traveler – who prefers to have fewer things but expects them to be better than good. With 145 open hotels (49 in the U.S.) and a strong pipeline of more than 100 approved and under construction properties (82 in the U.S. and Canada), the brand continues to grow into major travel markets.

Design-driven AC Hotels by Marriott® edit away the unnecessary to remove friction, providing thoughtfully designed moments of beauty, allowing guests to focus on what's important to them. The properties modern design for modern business include buzzing AC Lounges, the perfect place for locals or visitors to get work done in style or to enjoy handcrafted cocktails and tapas. High-design guest rooms and public spaces with sleek furnishings and intuitive technology features such as the Media Salons and AC Libraries inspire and connect.

#### **ABOUT NEWCRESTIMAGE**

Currently, NewcrestImage owns and operates 28 distinctive hotels in three states—Texas, Oklahoma, and Louisiana. It has another 15 properties under construction or in development, including projects in Arizona, Ohio, and Oregon. The company has earned a reputation for ingenuity, for example, by developing large hotel campuses that feature multiple hotel properties immediately adjacent to each other, such as the four-hotel, 900 room development in Frisco; a three-hotel, 300-room development in Amarillo, Texas; and a six-hotel development in Grapevine, Texas.

In addition, NewcrestImage has repeatedly won industry awards and accolades for its creative make-over of historic locations into prestigious, one-of-a-kind hotels—such as for its AC and Residence Inn dual-brand property in downtown Dallas; its SpringHill Suites and TownePlace Suites dual-brand in New Orleans; and its Courtyard by Marriott in downtown Amarillo. For more information, please visit [www.newcrestimage.com](http://www.newcrestimage.com).

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