

FOR IMMEDIATE RELEASE:

ATMA Hotel Group Releases its Covid-19 Cleanliness Protocol Statement

Chapel Hill, North Carolina - June 5, 2020 – ATMA Hotel Group, a Chapel Hill-based lodging company with hotels in Raleigh/Durham, Chapel Hill, Charlotte and Cashiers NC, announced today that is implementing cleanliness standards that exceed the recommendations of their hotel brands to ensure guest safety.

Manish Atma, President and CEO of the company that bears his name, has invested more than a quarter of a million dollars to purchase new equipment and staff training that will “take cleanliness and hygiene standards to a higher level in our industry.”

“At Atma we are committed to having our hotels clean and safe by training our associates and providing the tools needed to achieve our promise to our guests. We are proud to set an example for others to follow knowing that safety is essential for guest peace of mind during each stay.”

Some of the recently adopted measures include:

- Electrostatic spraying devices that use an EPA registered, chlorine and phosphate free, disinfectant. The selected spray is effective in controlling viruses including Norovirus, Allergens and Bacteria. Treatments will touch the entire guest room including fixtures.
- Managers and line employees will be certified in COVID-19 Best Practices, Cleaning and Disinfecting Surfaces, COVID-19 Food Service Safety and Restaurant Front/Back of House Best Practices.
- Industry leading RGF air purification units have been ordered for guest rooms and public spaces that remove bacteria and viruses as well as gas, odors and dust.
- ATP testing meters that measure the presence of virus and bacteria cells on hard and soft surfaces.
- Installation of sanitizing stations throughout hotel public spaces including elevator landings, front desk, Food and Beverage areas, fitness centers, meeting rooms and back of house areas.
- All employees will be wearing masks and gloves for as long as brand and CDC recommendations are in effect.

The company also released a commitment-to-cleanliness initiative called P.R.O.M.I.S.E. that is unique to ATMA Hotel Group. All elements in the P.R.O.M.I.S.E. program ultimately point to the company’s resolve to keep guests and employees safe. Atma says, “We are diligently seeking innovative additions to our safety and cleaning protocols to continuously elevate the industry standard.”

ATMA Hotel Group opened its first hotel in 1994. The company now owns and manages 10 Hilton, Marriott, Choice, and IHG hotels with three new hotels in planning or under construction.

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Our ATMA P.R.O.M.I.S.E.



ATMA Hotel Group's industry leading commitment to cleanliness and sanitation. We call it the ATMA "P.R.O.M.I.S.E" to our guests. We are committed to ensuring our hotels are clean and safe by training our associates and providing the tools needed to achieve our promise to you!

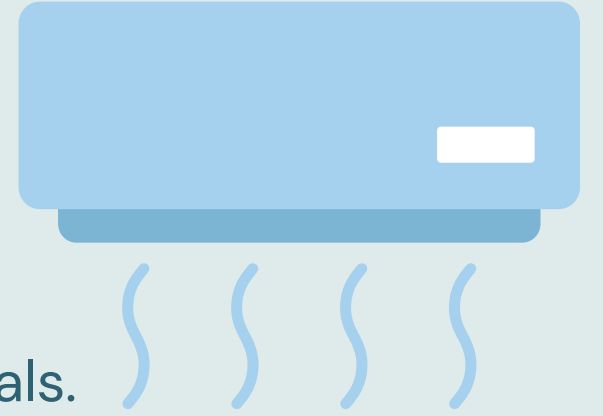
People.

Guest & employee safety is our #1 priority. We have enhanced practices for the safety of everyone.



Innovative.

We are utilizing the same disinfecting technology adopted by airlines & hospitals. Electrostatic sprayers will be used to disinfect rooms and public spaces. In addition to clean & sanitized surfaces, we will be upgrading the HVAC filtration system to deliver filtered & UV sanitized air.



Readiness.

Touch point areas will be made ready & disinfected with industry leading cleanliness applications. We will be ready for the next guest each and every stay!



Organic.

All products & applications are environmentally safe for guests, employees and four legged friends.



Safety.

You can rest easy knowing that we have made these commitments so that you will enjoy a safer and healthier stay!



Management

All hotel personnel are trained and certified on our cleanliness & guest objectives. We are determined to implement cleanliness practices that go beyond both hotel brand & CDC guidelines.



Enjoy!

We promise to continue pursuing new innovative ways to keep you safe so that you can enjoy staying at an ATMA Hotel in Raleigh, Chapel Hill, Charlotte or Cashiers, North Carolina. No matter what brand our hotel is, our promise to you provides the same consistent standards in all of our hotels!



To learn more...connect with our hotels on social media to see our P.R.O.M.I.S.E. in action!

IG: [ATMA Hotel Group](#)
FB: [ATMA Hotel Group](#)
IG: [Courtyard Chapel Hill](#)
FB: [Courtyard Chapel Hill](#)
IG: [Hampton Inn & Suites Carrboro](#)



IG: [DoubleTree Raleigh Crabtree Valley](#)
FB: [DoubleTree Raleigh Crabtree Valley](#)
IG: [Home2 Suites Charlotte Airport](#)
FB: [Home2 Suites Charlotte Airport](#)
FB: [Holiday Inn Charlotte Airport & Conference Center](#)