

October 17, 2013 15:07 ET

# Fairfield Inn & Suites Conway Earns First Place for Service

## Enjoying Both Brand-Wide and Site-Specific Accolades, This Is One Hotel Worth Writing Home About

CONWAY, AR--(Marketwired - Oct 17, 2013) - When it comes to selecting a hotel, word-of-mouth is king. And while hearing about a great place from your best friend's mother might be compelling, it will understandably be outranked by an independent report that compiles opinions from thousands of travelers. Case in point, the American Consumer Satisfaction Index (ACSI), found that Fairfield Inn & Suites took the No. 1 spot this year among all hotels for guest satisfaction, and Fairfield Inn & Suites Conway is a perfect example of why.

The final ACSI scores reflect the sum of scores in individual categories of amenities, check-in, cleanliness, food service, in-room entertainment, Internet service, loyalty programs, reservations and staff courtesy. While the industry average was 77, Fairfield Inn & Suites walked away with the top score of 84.

The Fairfield's [Conway, AR hotel suites](#) embody all the reasons why the brand is an industry leader. The hotel welcomes visitors with spacious guest rooms and suites that feel like a home away from home, thanks to their mini-refrigerators, comfortable beds, flat-screen televisions and microwaves, not to mention the hotel's complimentary hot breakfast buffet. (The buffet alone earned the hotel a special award at Marriott's General Managers Conference in June of this year.) But perhaps the hotel's greatest draw is its value: Travelers can enjoy all of this for an extremely competitive rate.

Corporate guests, meanwhile, gravitate toward this property among other [Conway, Arkansas hotels](#) for both its business amenities (like a full-service business center) and its convenient location near Acxiom and Hewlett Packard headquarters. Plus, this Conway, AR hotel boasts a heated indoor pool, whirlpool and fitness center, features that are ideal for blowing off steam at the end of a workday.

Even as ACSI recognized Fairfield Inn & Suites as a top-performing hospitality brand, this particular hotel was recognized within its own Marriott organization as a top-performing property. Out of 688 Fairfield Inn & Suites located across the country, the Fairfield Inn & Suites Conway, based on Guest Satisfaction Survey Scores from 2012, placed No. 6 with a score of 94.5%. This sort of ranking is good news for travelers and locals alike -- the hotel offers 836 square feet of event space perfect for small meetings, special events and intimate wedding receptions in Conway, AR, which means residents can take advantage of (and spread the word about) this gem in their own backyard.

### **About the Fairfield Inn & Suites Conway**

Being on the road isn't always easy, so the Fairfield Inn & Suites Conway takes great care to ensure guests feel at home during their visit to Arkansas. Conveniently located near Little Rock and minutes from University of Central Arkansas (UCA), Hendrix College and Acxiom Headquarters, this award-winning hotel is the perfect choice for business trips, campus visits and family vacations. Bright, modern and spacious, each guest room offers conveniences like complimentary high-speed Internet access, a well-lit desk with an ergonomic chair, coffee/tea service and a 32-inch flat-screen HDTV. King rooms and double suites also include a separate parlor with additional seating and a sleeper sofa, making them great options for family reunions or girlfriend getaways. Enjoy a complimentary hot breakfast buffet each morning after kick-starting the day at the fitness center or indoor heated pool. This Conway, AR hotel's event space is available for meetings, wedding receptions and other gatherings.