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RED LION CLOSING TO COMPLETE RENOVATIONS
IN TIME FOR FALL HIGH POINT MARKET

HIGH POINT, NC, Jun. 2, 2020 – Red Lion Hotel has made the decision to temporarily close so they can focus on renovations to the 37-year-old property. “Given this pandemic and the current travel restrictions, we made the decision to take this time to implement a renovations plan that will position us to be open in time for the fall Market and our returning guests,” says Kym Jacobson, General Manager at the Red Lion Hotel.

Renovations will be a 2-phase process. Phase one will include replacing back of the house equipment, including HVAC and Boiler system, and phone systems. “While most of phase one will focus on the back end, we anticipate replacing hallway carpets on each floor as well,” says Jacobson.

Visit High Point has been in communications with the hotel during this transition. “We are working with the Red Lion and Kym as we find other accommodations for groups that are planned during the time of their renovations,” says Nancy Bowman, Director of Sales and Marketing, with Visit High Point. “We will continue to stay connected with Kym and her team so when they are ready to re-open we will be positioned to heavily promote the property and the renovations,” says Bowman.

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About Visit High Point:

Visit High Point is an independent 501 (c) 6 nonprofit organization whose mission is to position High Point as a vibrant destination that visitors will enjoy, and locals will want to promote. Our vision is to leverage High Point’s reputation as the Home Furnishings Capital of the World™ and the home of a world-class University to further the evolution of High Point as a unique destination. While the focus is to increase economic impact by providing first-class service to our

visitors and meeting planners, Visit High Point also works to develop our city as a year-round destination that is competitive in the marketplace, generating more brand ambassadors and fans. We want each visitor to make yourself at home in High Point, NC. Established by state legislation in 1984, Visit High Point is funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county, or state – are used to fund Visit High Point. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, High Point, N.C. For more information, visit www.highpoint.org.

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