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Hotel Versey Opens Its Doors to Chicago's Lincoln Park-Lakeview Neighborhood

Oxford Hotels & Resorts, LLC Announce Grand Opening of the City's Newly Renovated Lifestyle Hotel



The new lobby at Hotel Versey

(CHICAGO, IL; May 17, 2017)—[Oxford Hotels & Resorts, LLC](#), the Chicago-based hotel management affiliate of [Oxford Capital Group, LLC](#), today proudly announce the opening of [Hotel Versey](#), its newest lifestyle hotel in the heart of Lincoln Park – Lakeview. Located at the intersection of West Diversey Parkway, North Clark Street, and North Broadway, the newly renovated 137-room hotel is housed within Chicago's 1920's Diversey Arms building, which was previously the Days Inn Chicago.

Once known fondly as the “Rock and Roll Days Inn,” the transformed property honors its history and location through its contemporary design and invites guests to “Stay Like a Local” in the city’s diverse and lively Northside. Rates start at \$229.

“The Oxford team is thrilled to be involved with such a historic property that has strong ties to its community,” said [John W. Rutledge](#), founder, president, and chief executive officer of Oxford Hotels & Resorts, LLC and Oxford Capital Group, LLC. “We are delighted to introduce a new lifestyle hotel brand to the neighborhood and look forward to welcoming a diverse range of guests seeking a unique hotel experience in Lincoln Park and Lakeview.”

Surrounded by endless shops, nightlife, and local dining options, Hotel Versey provides an ideal home base for exploring. The hotel is also within walking distance to Wrigley Field, home of Chicago’s recent World Series champions; Boystown, the city’s LGBTQ community; DePaul University; nearby Halsted Street’s legendary Blues venues, and more. Further enhancing guests’ ability to live, discover, and stay like a Chicagoan, Hotel Versey and longtime locals General Manager Stefanie Hrejsa and Operations Manager Scott Ray consistently take the opportunity to share their insider knowledge with visitors. The duo have led the hotel’s team together for two decades and will continue to welcome in hotel guests, business travelers, sports fans, families, and urban explorers alike.

“We worked closely with the design team to create a playful, yet refined hotel experience that has yet to be seen in this market,” said George Jordan, senior vice president of operations of Oxford Hotels & Resorts, LLC. “We saw an opportunity to evolve this iconic building into exactly what this community has been waiting for.”

Design & Artwork

Comprehensive renovations began in February 2017 to reposition the beloved city hotel as a fresh, modern lifestyle experience that meets the needs the diverse of today’s traveler. The new Hotel Versey encourages guests to take in Chicago’s history, celebrate the property’s colorful heritage, and immerse themselves in the hotel’s present-day surrounding locale.

Designed by [Chipman Design Architecture](#), the hotel’s bold personality is introduced upon entering the new “Art Arrival” corridor, which greets guests with custom made spirited artworks—from traditional murals to contemporary street art. This gallery-like entryway was transformed from the previously stale corridor that tunneled guests through into bi-level lobby and traditional hotel reception desk. Completely redesigned, the new lobby features an open layout with contemporary, colorful seating perfect for varied types of travelers, from individual businessmen and women, to social groups. The reinvented reception area now backs to a sprawling display of unique shelving filled with a curated collection of Chicago artifacts and items representing the connection between old and new. This interactive lobby experience will eventually connect to the ground-level restaurant underway in the former fitness center and breakfast room areas.

Each of Hotel Versey’s 137 reimagined guestrooms feature Chicago connections hidden throughout for guests to discover. New artwork and custom wallcoverings bring the energy and colors from the surrounding neighborhood into each of these refreshed, urban living spaces.

Guest Amenities

The guestrooms are designed to serve as sophisticated, fun hideaways that bring the comfort of home to a guest's stay in Chicago. Each room is equipped with modern amenities including complimentary WiFi, 50-inch HDTVs with premium programming, and SoniCast, allowing guests to stream their favorite TV shows, movies, and music directly to their room. Nespresso coffee machines and signature luxury linens round out the standard room offerings, while executive rooms accommodate business and long-term travelers with the addition of a microwave and refrigerator.

Hotel guests also receive complimentary access to the neighboring L.A. Fitness center and are conveniently located close to a plethora of local restaurants and retail shops outside the hotel's front door. Additional partnerships include an ongoing relationship with Wyndham Hotel Group and co-branding through Days Inn, which allows guests staying at Hotel Versey the opportunity to continue earning Wyndham Rewards.

A new restaurant and retail outlets will be added to the first floor of the hotel in late 2017.

Hotel Versey is located at 644 West Diversey Parkway, Chicago, IL 60614. For more information, or to make a reservation, please call 773-525-7010 or visit www.hotelversey.com. Guests are also encouraged to "like" Hotel Versey on [Facebook](#) and "follow" along on [SnapChat](#), [Instagram](#), and the [Stay at Versey blog](#).

About Hotel Versey

Hotel Versey opened in May 2017 as the newest addition to the collection of hospitality brands created and managed by Oxford Hotels & Resorts. Formerly the Days Inn Chicago, the hotel was completely renovated into a modern lifestyle hotel offering 137 guest rooms with views of the bustling Lincoln Park and Lakeview neighborhoods surrounding it. The hotel also features a bold design with artwork from Chicago-based artists, as well as a variety of retail outlets and a street-front restaurant & bar opening in late 2017. Located at the iconic intersection of Diversey Parkway, Clark Street and Broadway Street, the new Hotel Versey celebrates the iconic building's history and serves as a hub for families, the sports oriented, the business-minded, multicultural guests from around the world, and the LGBTQ community. To learn more about Hotel Versey or make reservations, please visit www.hotelversey.com or call 773-525-7010.

About Oxford Hotels & Resorts, LLC

Oxford Hotels & Resorts, LLC is a national hotel management company affiliated with Oxford Capital Group, LLC that specializes in operating, managing and branding distinctive, high design lifestyle hotels. Oxford and its affiliates have been involved in excess of \$3 billion of real estate and private equity transactions, including approximately 13,000 hotel rooms. In addition to such national projects as Hotel Lexington NYC, The Metropolitan Hotel NYC, The National Conference Center in Northern Virginia, The Godfrey Hotel Boston, and The Godfrey Hotel Hollywood, Hotel Versey is Oxford's 12th hotel project in the Chicagoland market. These have included such noted developments as LondonHouse Chicago, The Langham Chicago, The Godfrey Hotel Chicago, Hotel Felix, Hotel Essex, Hyatt Magnificent Mile, Renaissance Chicago North Shore, Doubletree North Shore and Conference Center, Hyatt House Chicago-Northwest, and Hotel Julian. For information, visit www.ohrllc.com.

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