

The Auburn Marriott Opelika Resort & Spa website is professional and sleek. It is very easy to find all the information you will need to know on the home page, including the dates you want to stay, how many rooms and guests you would like, and the room rates listed at the top. Towards the bottom of the first page, every property amenity is listed clearly to see, comprising four restaurants and an indoor pool. Right below the amenities is the hotel information section that distinctly lists all the hotel rules like no smoking, maximum of one pet per room, and must be 21 or older to check in. All of the information on the website seems to be relevant and up to date. Listed at the very bottom of the website are links to all of the social media the hotel uses, including Instagram, Facebook, X, YouTube, and LinkedIn. Although these social media pages are listed on the website, if you click on the link, the website will just take you to the general Marriott Bonvoy social media pages. The Auburn Marriott Opelika Resort & Spa does have their own specific Instagram and Facebook, but you would have to look it up yourself, not go through the website. The visual aspect of the site was appealing, especially the professional photos it has for the amenities and upcoming events. The only part that was not appealing is the photo of the hotel used at the top of the website. It looks like the photo was taken just before dark and is somewhat out of focus. If the photo of the hotel was clearer and taken on a sunny day, it would be more appealing to the eye. The hotel has over 1400 reviews on the website and 500 on TripAdvisor, both with an average rating of 4.5. Most review comments were positive and had very few negative comments, mostly about billing issues.