



News Release

Hilton Garden Inns Grand Rapids Opened Today! *Upscale Hotel to Be First Hilton Garden Inn in Grand Rapids*

For Immediate Release

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GRAND RAPIDS, Mich. May 16, 2017—The new Hilton Garden Inns hotel is set and ready to welcome guest. The new Hilton Hotel is located on East Beltline in Grand Rapids, adjacent to the Western Michigan University campus just north of Woodland Mall.

This is the first Hilton Garden Inns in Grand Rapids and the first-time West Michigan hotel developer Suburban Inns has worked with this brand. The company current owns and operates 6 hotels in Grand Rapids, Holland and Midland.

“With our close proximity to local colleges like Calvin and Cornerstone, area attractions such as Frederick Meijer Gardens, as well as easy access to downtown venues, we think the Hilton Garden Inn is perfectly positioned in the Grand Rapids market,” said General Manager Nicholas Haughton. “In addition, our convenient location to the airport allows us to be the prime destination for business travelers who have to expect a certain level of quality and service that you get from an upscale and affordable brand like the Hilton Garden Inn.”

Suburban Inns managers also like the Hilton Garden Inns new “Blighthearted” campaign and believe their new hotel on the East Beltline matches the values of the campaign.

“We wanted to capture that feeling in both our fun atmosphere and genuine service,” said Assistant General Manager Rachel Marti. “From the awe-inspiring lobby lighting, to our Michigan-shaped pool, to our fresh garden market featuring local flavors and souvenirs, we wanted to offer our guests something truly unique.”

“This stunning property and amazingly talented team embodies the values and vision of hospitality that my parents Peter R. and Carol Beukema had when they founded our company back in 1979. We are honored to carry on the torch in their honor” said Peter D. Beukema; their son and the CEO of Suburban Inns.

Suburban Inns managed the design and construction of the four-story, 93,000-square-foot hotel. The hotel has 144 rooms and 236 parking spaces. Other features of the hotel include:

- an adjacent 8,839 square foot Big E's Sports Grill that will have seating for 220 guests on the inside and an additional 50 guests on an outside patio.
- an indoor Michigan-shaped pool as well as an indoor/outdoor spa, oversized recreation area, and a health club quality fitness center.
- banquet/meeting facility capable of hosting functions up to 150 patrons.

Suburban Inns is working with the Grand Rapids Chamber of Commerce to hold a formal ribbon cutting and open house with tours sometime this summer. More details will be released at a later date.

About Suburban Inns

Founded in 1979, Suburban Inns develops, owns and operates award-winning hotels and restaurants in Holland, Grand Rapids, and Midland. Its hotels consistently rank in the top tier of their franchises for customer service and quality, winning some of the top awards in North America. For more information, visit www.suburbaninns.com.