



For Immediate Release

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Suburban Inns Grant Hirst Selected Guest Experience Champion of 2011

Midland, Michigan, October 18, 2011 – Suburban Inns is pleased to announce that Grant Hirst has been selected 2011 Best of the Best Guest Experience Champion of the Year for Holiday Inn.

The award is given annually to individuals who demonstrate outstanding and unique service to the property, guests and community. There is only one winner for each brand in the IHG family.

Hirst serves as guest experience champion at the Holiday Inn of Midland. He is responsible to ensure that guests receive a seamless and consistent delivery of services from the hotel, including: facilitating the “Leading the Guest Experience” workshop for managers and team leaders, training all employees in customer service, serving as support for all general managers and team leaders, gathering and sharing performance data and anecdotal stories, coaching and providing feedback for improvement, identifying operational barriers to delivering the “Stay Real” experience and representing the heart of the hotel.

“We are proud of the commitment Grant makes to each and every guest who walks through the doors at the Holiday Inn of Midland,” said David Schroeder, director of operations for the hotel and Suburban Inns. “Guest experience is what sets a hotel apart and truly makes us different. This is the individual who works side-by-side with the general manager to train and perfect the outstanding service of a Holiday Inn Hotel.”

Hirst has been employed with Suburban Inns for six years.

Holiday Inn of Midland was the recipient of 2011 Quality Excellence Award for top rated Holiday Inns and Michigan Lodging named employee Tricia Decker the Guest Relations Start of the Year in 2011.

About Suburban Inns

Founded in 1979, Suburban Inns develops, owns and operates hotels and restaurants in West Michigan and surrounding areas. It currently owns and operates four hotels: the Hampton Inn of Holland, the Holiday Inn Express of Holland, the Holiday Inn Express Grand Rapids SW/Grandville and the Holiday Inn of Midland. Suburban Inns also owns and manages Big E’s Sports Grill in Midland and Sharkee’s Sports Bar and Grill in Holland. 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.

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