



suburban inns

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## News Release

### Suburban Inns to Construct Hampton Inn and Suites in Place of Manistee Lakeshore Motel

#### FOR IMMEDIATE RELEASE

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MANISTEE, Mich. DECEMBER 9, 2020—Suburban Inns, a west Michigan company that designs, develops, owns and operates hotels across Michigan, has been contracted by Hotel Ventures Manistee LLC to build a new hotel to replace the Lakeshore Motel at 101 South Lakeshore on the beach in Manistee.

Plans for the 108-room hotel include balconies overlooking Lake Michigan and the Manistee River channel. Rooms would include a mix of standard rooms with two queen beds or one king bed and studio style suites, an indoor pool area and an indoor/outdoor hot tub. The hotel would also offer a beach bar for guests of the hotel and other patrons.

The hotel will be a Hampton Inn and Suites, a part of the Hilton family of hotels. It will be the only Hilton branded hotel in the state on a Lake Michigan beach.

“The Hampton Inn and Suites brand provides tremendous value to business and leisure travelers alike,” said Peter Beukema, CHA, Visionary and CEO of Suburban Inns. “It will serve the recreational and economic needs of Manistee and Manistee County very well. As is indicative of Suburban Inns properties, we will put our signature touch on the interiors to really make the property fit and finish on par with a lakefront resort. Our plan is to give the property a high-end resort feel, while keeping it approachable to visitors from all walks of life.”

The Manistee project is another example of how Suburban Inns has diversified in response to the Covid-19 pandemic to keep the construction part of its business active when the hospitality industry has suffered.

“This project in Manistee and the remodel of the McCalmly Plaza hotel in Battle Creek are examples of how we have evolved to offer our expertise and services to other hotel operators,” said Tom Welling, VP of Development and Facilities. “We are excited to help this project come to life.”

Construction will begin in April of 2021, with an expected opening in April of 2022.

**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 include Holiday Inn Express, Holiday Inn, Hampton Inns, Embassy Suites, and Hilton Garden Inn. They consistently rank in the top tier of their franchises for customer service and quality, winning some of the top awards in North America. Suburban Inns also owns and operates Big E's and Sharkee's restaurants on many of its hotel properties. For more information, visit [www.suburbaninns.com](http://www.suburbaninns.com)