



suburban inns

Backgrounder on Suburban Inns

October 2024

Founded in 1979 by Peter R. and Carol Beukema, Suburban Inns develops, owns, and operates seven hotels in Michigan: the Hampton Inn of Holland, the Holiday Inn Express of Holland, the Holiday Inn Express Grand Rapids SW/Grandville, the Holiday Inn of Midland, the Courtyard by Marriott in downtown Holland, the Hilton Garden Inn on the East Beltline in Grand Rapids, and the Embassy Suites by Hilton, on North Monroe along the river in downtown Grand Rapids.

Its hotels consistently rank in the top tier of their franchises for customer service and quality, winning some of the top awards in their brands in North America.

Suburban Inns also owns and manages restaurants on the properties of its hotels, including Big E's Sports Grill restaurants in Midland, downtown Holland, the East Beltline and downtown Grand Rapids, and Sharkee's Bar and Grill in Holland.

Suburban Inns is managed by the founders' son, Brian, who serves as CEO. He is assisted by a team of managers with expertise in operations, sales, marketing, finance, human resources, construction, property management, and food and beverage management.

Timeline of Company Growth

- 1979 - Peter R. and Carol Beukema founded Suburban Inns and opened the Georgian House in St. Ignace, Michigan
- 1996 - Hampton Inn of Holland, Michigan opened
- 1998 - Holiday Inn Express Grand Rapids SW/ Grandville opened
- 1999 - The Hampton Inn of Holland goes under an expansion project bringing the total rooms to 178
- 2001 - The Holiday Inn Express of Holland, Michigan opens
- 2009 - The Holiday Inn of Midland, MI and Big E's Sports Grill opens
- 2010 - The Hampton Inn of Holland completes its first remodel
- 2011- Holiday Inn Express Grand Rapids SW/Grandville goes under a hotel refresh
- 2012 - Holiday Inn Express of Holland, MI goes under hotel remodel and refresh
- 2016 – Courtyard by Marriott with Big E's Sports Bar and Grill opens in downtown Holland
- 2017 – Hilton Garden Inn with Big E's open on the East Beltline in Grand Rapids
- 2019 – The Embassy Suites by Hilton with Big E's open in downtown Grand Rapids
- 2020 – Hampton Inn of Holland completes its 2nd remodel
- 2020 – Holiday Inn Express Grandville completes its 2nd remodel and added on 1 room bringing the total rooms to 78

For more information, visit www.suburbaninns.com