



suburban inns

3380 Highland Dr., Hudsonville, MI 49426 616-874-3434

News Release

Suburban Inns CEO Peter D. Beukema Named to Board Of Michigan Restaurant and Lodging Association

FOR IMMEDIATE RELEASE

Contacts: Tim Penning, Public Relations Counsel for Suburban Inns
penningink@mac.com 616-443-7690

Emily Daunt, MRLA Senior Director of Marketing and Communications
edaunt@mrla.org 517-377-3933

HUDSONVILLE, Mich. August 2, 2019—Peter D. Beukema, CHA, the CEO of Suburban Inns, has been named to the board of the Michigan Restaurant and Lodging Association (MRLA).



“We are proud to have dynamic industry leaders like Peter Beukema join the MRLA Board of Directors,” said Justin Winslow, president and CEO of the MRLA. “As someone who grew up in the hotel business and now runs an organization comprised of 7 hotels and 8 restaurants in Michigan, Peter brings unique insight about the hospitality industry.”

Beukema is the Visionary, Chief Executive Officer and partner for Suburban Inns, a family-owned and operated hotel and restaurant management and development company founded more than 40 years ago. He is a certified hotel administrator (CHA) and served as general manager of the Holiday Inn Express in Holland, a Suburban Inns property, before being promoted to COO in 2005. Beukema became CEO in 2016 when his father and company founder Peter R. Beukema retired.

In addition to his role on the MRLA Board of Directors, Beukema serves on the IHG Owners Association Board of Directors and is a member of the Holland SmartZone Board, which works to spur technology development and business creation in the greater Holland Michigan area. He and his wife Michelle reside in Zeeland with their four children.

About the Michigan Restaurant & Lodging Association

Michigan Restaurant & Lodging Association (MRLA) is the recognized leader of Michigan's hospitality industry, providing essential services to the foodservice and lodging community.

Founded in 1921 as the Michigan Restaurant Association and now known as the MRLA, the Association represents over 5,000 Michigan foodservice and lodging establishments. The industry plays an integral role in Michigan's economy, employing more than 595,000 people and creating nearly \$40 billion in annual sales. For more information, visit www.mrla.org and www.detroitrla.org.

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 Courtyard by Marriott, Holiday Inn Express, Holiday Inn, Hampton Inns, Embassy Suites by Hilton, 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 Sports Grill, Sharkee's Bar and Grill, and a number of other restaurants on many of its hotel properties. For more information, visit www.suburbaninns.com

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