



suburban inns

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## News Release

### Embassy Suites Grand Rapids Offers ‘Connected Room’ Technology *Hotel is First in Michigan With Modern Guest Technology*

#### FOR IMMEDIATE RELEASE

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HUDSONVILLE, Mich. September 17, 2019—The Embassy Suites Hotel in downtown Grand Rapids now offers guests a new form of technology that gives them more control of their room and their experience.

It is the first hotel in Michigan, the first Embassy and the 22<sup>nd</sup> in the Hilton brands of hotels to offer the technology.

“Connected Room” technology allows guests to control their room’s television, including streaming their own content, from their cell phone. This is the next step in Hilton’s Mobile Key, which is currently available and allows guests to use their phone as their room key, to check in remotely, submit requests to the front desk and even pre-select their room.

“Within a year, guests will be able to set their Hilton Honors Profile preferences and have their room updated to those preferences at check in, including control of the heating and cooling in the room as well as the lighting and window coverings,” said Peter Beukema, CHA, Visionary and Chief Executive Officer of Suburban Inns, the owner and operator of the Embassy Suites in downtown Grand Rapids. “We want to be at the forefront of technological advancement at our properties and feel this is another way to improve our guests’ experience.”

Suburban Inns opened the Embassy Suites in April of 2019. It is the company’s seventh hotel in Michigan and its first in downtown Grand Rapids.

#### **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)