



suburban inns

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

News Release

Suburban Inns Acquires CityFlatsHotel of Holland

FOR IMMEDIATE RELEASE

Contact: Pete Beukema, Visionary and CEO of Suburban Inns
pbeukema@suburbaninns.com 616-874-3434 x3130
Maggie Kopas, CityFlatsHotel Director of Operations
Maggie.kopas@cityflatshotel.com 708-297-4592

HOLLAND, Mich. December 10, 2019—Suburban Inns is acquiring the CityFlatsHotel of Holland in an arrangement announced today.

“We are not looking at this as a sale but as a wonderful addition to our CityFlatsHotel family by bringing in a world class operator,” said Charles Reid, owner of CityFlatsHotels in Holland, Grand Rapids, and Port Huron.

Reid is also owner of Charter House Innovations, a Zeeland based designer and manufacturer of custom seating and décor. CityFlatsHotel in Holland was opened in 2008 as a showroom for Charter House products. Recently the company opened Sperry’s Moviehouse as a second showroom of its traditional products as well as those of a recently acquired theatre chair company.

“So, the timing was perfect when Suburban Inns called asking if I wanted to sell our hotel,” Reid said. “We are thrilled to have Peter Beukema, a west Michigan native, to keep our CityFlatsHotel brand strong and help us grow the business.”

Suburban Inns will license the use of the CityFlatsHotel name and design.

“We are happy to add CityFlatsHotel of Holland to our portfolio of hotels, and welcome more than 75 passionate hospitality professionals to the Suburban Inns family,” said Pete Beukema, Visionary and CEO of Suburban Inns. “This is the first boutique hotel among our other properties, which are all affiliated with major national brands. We intend to bring our reputation for high quality standards and offer a different guest experience.”

About CityFlatsHotel

With its main location in Holland and a second facility in Grand Rapids, Michigan-based CityFlatsHotel specializes in providing guests a sophisticated yet fun boutique lodging experience. A third hotel is under construction in Port Huron. Rooms have modern decor, and all facilities have an upscale restaurant, lounge and other luxury amenities.

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