



suburban inns

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News Release

CityFlatsHotel Holland to Become Part of Tapestry Collection by Hilton *First Tapestry Hotel in Michigan*

FOR IMMEDIATE RELEASE

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HOLLAND, Mich. February 8, 2021— The CityFlatsHotel in Holland is now part of the Tapestry Collection by Hilton. The brand affiliation becomes official on March 15, 2021 but the Hilton website has already begun to allow guests to book rooms at the hotel.

The change will only happen to the Holland location of CityFlats, and will make it the only Tapestry hotel in Michigan.

The Tapestry Collection is owned by Hilton and is a collection of unique, upscale hotels. Suburban Inns acquired CityFlats in December of 2019 and made the decision to affiliate with Tapestry in response to the economic climate affecting the hotel industry.

“Our goal by joining Hilton’s Tapestry Collection is to help drive loyal Hilton Honors guest into the property while lowering distribution costs,” said Peter D. Beukema, CHA, CEO and Visionary of Suburban Inns. “The ever-rising cost of guest acquisition through third-party booking sites is crippling small independent hotels. By joining the Tapestry Collection, we will be on the shelf when someone is searching any of the Hilton websites, mobile apps, and social media. We also will be visible to more than 70 million Hilton Honors members who book through Hilton.com.”

Unique and valued brand elements of CityFlats will remain the same, with some added features specific to Hilton and Tapestry.

“CityFlatsHotel is known for the high-class meetings and events that we host at Gatherings® within the CityVu Event Spaces,” said Leigh Farrell, General Manager of CityFlatsHotel. “So now we will be able to offer event planners in Holland the Hilton Honors Event Planner Program, which will allow meeting planners to earn points on events.”

Other upgrades will benefit CityFlats guests directly, from convenience in booking to room features.

“We are in the process of installing locks and guest wifi to allow Hilton Honors members to select their own room and check in via their mobile phone,” said Tom Welling, Suburban Inns

Vice President of Development and Facilities. “Other features like adjusting your own room temperature and using your phone as your TV remote will follow soon. A host of other improvements will be coming over the next couple years.”

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

About Tapestry Collection by Hilton

Tapestry Collection by Hilton™ is a gathering of original upscale hotels that caters to guests seeking reliability and value in their independent hotel choices, with each stay backed by the reassurance of the Hilton name and award-winning Hilton Honors program. Learn more at <https://www.hilton.com/en/tapestry/>

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