

Local Hotel Invests \$1 Million in Major Renovation Despite Economy

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Who says customer service and quality suffer during a downturn? While other hotels and businesses are cutting budgets and staff, the locally owned Holiday Inn Express in Union City decided to invest in the future. The management undertook a major renovation project right in the middle of the recession.



"While rooms largely sat empty and construction costs were near historical lows, we thought it made sense to invest in upgrades for our loyal guests and visitors.", said Ash Pujara, General Manager of the hotel. "We decided to redirect our resources and staff time to renovating our guestrooms and common areas with all of the latest upgrades. The hotel looks fabulous!"

Holiday Inn Express at the entrance of Union Landing Center - Union City, California

Among other things, the staff added new LCD televisions, HD programming, an expanded lobby, imported granite bathroom finishes, upgraded elevator and contemporary furnishings throughout. In all, the owners invested over \$1 million on the 77 room hotel at the entrance to the Union Landing Center. "Despite the challenges facing all of us right now, we felt it was important to show our guests that the quality and service they expect at our hotel will not be sacrificed."

As part of the improvements, the hotel also completed its "Relaunch" upgrades, part of worldwide effort by Holiday Inns to upgrade all hotels. With over 3,000 hotels now renovated, this program is considered the largest simultaneous hotel renovation in the world. As part of those efforts, Intercontinental Hotels, the parent company to Holiday Inns, also introduced a new logo, lighting and signage at all hotels.

For more information, visit www.BayAreaInns.com or call (510) 965-1900.

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