

Microtel Inn & Suites Opens in Culiacan, Mexico

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Official Grand Opening To Be Held February 15th

Chihuahua, Mexico based-Grupo Casa Grande has opened a Microtel Inn & Suites hotel in Culiacan, Sinaloa, Mexico at Blv. Pedro Infante #2525.

The hotel's official opening and dedication will take place on February 15th with State Governor Lic. Jesus A. Aguilar. Also on hand will be Augusto Champion, Alvaro Madero, Luis Alberto Kuroda, Tony Pico Jr. and Carlos Munoz, all of Inmobiliaria Microtel de Culiacan, owner of the hotel; Sergio Portillo of Desarrollos Hoteleros de las Americas S.A. de C.V., Master Franchisor for Microtel Inns & Suites in Mexico, and Roy Flora, Executive Vice President of Franchise Operations for US Franchise Systems, Inc., the Atlanta, Georgia-based franchisor of the Microtel hotel brand.

"We are excited to continue Microtel's expansion throughout Mexico," said Flora. "With its quality, consistency and value, there is the potential for many more Microtel hotels on the international scene."

The new Microtel hotel in Culiacan is centrally located next to the Hospital Angeles Medical Center, scheduled to open this summer; two blocks from the new Government Center; less than one mile from several universities and industrial parks, and six miles from the International Airport of Culiacan.

Commented Gerardo S. Murray, Vice President, Operations & Marketing, Grupo Hotelero Casa Grande, "We are proud to be part of Microtel's international growth. With its excellent location in the heart of Culiacan, quality and affordable prices, we know that our hotel will be successful." Grupo Casa Grande also owns and operates the Microtel Inn & Suites in Chihuahua, Radisson Monterrey Valle and Radisson Ciudad Juarez, and Casa Grande hotels in Chihuahua and Delicias City, Mexico.

The 113-room, three-story Microtel Inn & Suites Culiacan offers single, double and suite accommodations, all with queen beds. Amenities include free local calls, free high speed Internet access, both wired and wireless, remote cable TV with Pay-per-view movies, and continental breakfast and social hour. There is a business center and meeting facilities, and complimentary airport transportation is available.

There are currently 259 Microtel hotels open worldwide. In addition to hotels in Chihuahua and Culiacan, there are Microtel hotels in Argentina (Buenos Aires/Costa Salguero, Mendoza and Malargue/Mendoza); the Philippines (Luisita/Tarlac, General Trias/Cavite and Sto. Thomas/Batangas), and Honduras (San Pedro Sula). There are 19 Microtel hotels under construction worldwide, including properties in Boracay Island/Aklan, the Philippines, and Parry Sound/Ontario, Canada.

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