

First-Ever Best Western Upper-Midscale Atria Prototype Breaks Ground in San Antonio

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San Antonio developer and hotel owner Ajay Patel recently broke ground on the first-ever Best Western Atria prototype, a sleek upper mid-scale concept designed to drive premium, value-added pricing. The 100-room property is being built in southwest San Antonio's Westside Peak development and is expected to be complete next fall.

Although having just unveiled the Atria prototype in October 2007, Best Western already has 11 Atria properties in its pipeline, in addition to Patel's. Other markets committed to Atria include Houston, Denver, Louisville, Dallas and Charlotte.

'Developers have jumped at the chance to build the Atria prototype. Its design is attractive, functional and flexible enough to suit a variety of markets,' said David Kong, president and CEO of Best Western International. 'We expect it to be a very successful and profitable model for hotel owners.'

Guestrooms at Atria are unique and spacious, designed around a loft concept. But the prototype's signature feature is its multi-function community space, including a breakfast area, bar and media area, that bring a sense of excitement to the lobby. Patel said the Atria prototype is the ideal fit for its location at the junction of two major highways and a short drive from Lackland Air Force Base, a Microsoft data center, three new hospitals and SeaWorld.

'San Antonio needs more hotel rooms, and this property will have everything that business and leisure travelers need for a great stay,' said Ajay Patel, who has plans to build an additional two Best Western hotels - including another Atria prototype - in suburban San Antonio this year.

The Atria prototype can be built at a cost of \$85,000 - \$90,000 per room, while comparable upper mid-scale brands often cost more than \$100,000 per room. Its high-quality furniture, fixtures and equipment package is available for approximately \$5,000 per room (excluding bed and TV) -- an extremely competitive price, thanks to Best Western's vast purchasing power.

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