

St. Louis to Get Third Hotel Indigo

2008-04-02

The property is a conversion of the Daniele Hotel in downtown Clayton, originally built in 1964, and is scheduled to open in early 2009.

"The city of Clayton is recognized throughout the St. Louis metropolitan area for an outstanding quality of life," said Jim Anhut, senior vice president, Franchise Development, the Americas, IHG. "The mix of residential neighborhoods, offices, restaurants, art galleries and shops make this an ideal location for a branded boutique property like Hotel Indigo. The chic suburban personality of Clayton will allow us to offer our guests a completely unique experience."

The 120-room property, located at 216 North Meramec Ave., will undergo a \$13 million renovation, which will dramatically alter the building's façade by adding a fifth story to the four-story structure and a new entrance. The transformation will also include a complete renovation of the interior, updating all common and amenity areas.

The hotel will be in close proximity to Clayton's central business district, which combines 7 million sq.-ft. of prestigious office space with 1 million sq.-ft. of retail space. Key businesses nearby include Graybar Electric world headquarters, Brown Shoe Company, Inc., and Enterprise Rent-A-Car world headquarters. Clayton is also home to several stellar private institutions, including Washington University, Fontbonne University and Concordia Seminary.

The hotel is owned by Conrad Properties Corporation and will be managed by CPC Hospitality, under a license agreement with a company in the InterContinental Hotels Group.

"Hotel Indigo will provide the Clayton area with a new, affordable luxury hotel that offers guests a place to escape, unwind and reenergize while delivering the uniqueness, charm and service personality of a boutique hotel," said Kurt Furlong, Senior Vice President - Sales & Marketing, CPC Hospitality.

Boutique hotels, known for their intimate, luxurious environments in addition to personalized accommodations and services, have gained increasing popularity throughout North America. Hotel Indigo is known as the industry's first branded boutique hotel, artfully combining the conveniences and consistencies of a brand hotel with the design cache and service personality of a boutique at an attractive price. The soul of the brand's retail-inspired concept is renewal - thoughtful changes that are made throughout the year to keep the hotel fresh, similar to the way retailers change their window displays. The renewal concept provides even the most frequent guest a unique experience with every stay. The hotel will feature renewable elements such as vivid nature-inspired murals, area rugs, plush duvets and slip covers that will change periodically. Public spaces will be transformed seasonally through changing artwork, music, flora and murals.

The Hotel Indigo will feature signature design elements including oversized lobby chairs, which create a personal work or dining space within the public areas of the hotel, cozy, airy and inviting guestrooms with plush bedding, hardwood-style flooring and spa-inspired showers, a Phitness studio with cardio equipment and free weights. The hotel will also offer Phi, an on-site casual gourmet restaurant, and wireless high-speed Internet access throughout the hotel.

The Hotel Indigo brand is quickly expanding throughout North America, with 14 locations open and more than 60 under development, either in the pipeline or in final negotiation. The first Hotel Indigo opened in Atlanta in October 2004, followed by Hotel Indigo Chicago Gold Coast, Chicago Schaumburg North, Houston at the Galleria, Hotel Indigo Dallas, Ottawa Downtown City Centre, Canada, Hotel Indigo Scottsdale, Ariz., Hotel Indigo Sarasota, Fla, Hotel Indigo Buffalo-Amherst, N.Y., Hotel Indigo Nashville West End, Hotel Indigo Mérida Hacienda Misné, Mexico, Hotel Indigo Boston-Newton Riverside, Hotel Indigo Columbus Downtown, Ind., and Hotel Indigo Fishers-Indy's Uptown. Future sites of Hotel Indigo hotels include Baltimore, Md., Miami, Fl., San Antonio, Texas, Las Vegas, Nev., New York, N.Y., St. Louis, Mo., and Knoxville, Tenn.

This article comes from Hotel News Resource

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