

# Hotel Online

News for the Hospitality Executive

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## The Hotel Group Celebrates Opening of Doubletree Cleveland Downtown/Lakeside After \$15 million Renovation

Cleveland—  
May 1,  
2009—The  
Doubletree  
Hotel  
Cleveland  
Downtown/La  
celebrated  
the  
completion  
of a \$15-  
million  
renovation  
and



rebranding yesterday with a Ribbon Cutting ceremony held at the property, located at 1111 Lakeside Ave. Hotel owners Edmond and Barbara Lee, along with management company The Hotel Group of Seattle, Wash., and a host of Cleveland dignitaries were present at the milestone event. Immediately following, a “Get Your Groove On at the New Doubletree Hotel” gala was held to introduce more than 500 local businesses and politicians to the new 379-room hotel. Formerly a Holiday Inn®, the [Doubletree Hotel Cleveland Downtown/Lakeside](#) is operated by Cami Hotel Investments, LLC and managed by The Hotel Group, under a franchise agreement with a subsidiary of [Hilton Hotels Corporation](#).

Douglas Dreher, president and principal of THG, said this is a solid time to be investing in Cleveland and its lodging market, especially with development of the Medical Mart on the horizon.

“Doubletree was the ideal brand to bring to this flagship hotel

because it represents quality, comfort, and class – qualities this property had been lacking in the past, and key attributes of hospitality,” Dreher said. “Harboring the best location in downtown Cleveland, this revitalized hotel sits at the gateway to some of the best music, sports, arts and entertainment venues in the nation, not to mention a growing medical community.

“We encourage all travelers, meeting planners, local businesses and residents to come and see what our new Doubletree Hotel Cleveland Downtown/Lakeside has to offer,” he said. “The multi-million dollar transformation is sure to ‘wow’ everyone who walks through our doors.”

Tamera Brown, vice president of marketing for Positively Cleveland, a destination marketing organization that promotes greater Cleveland to convention and meeting planners and to leisure travelers, acknowledged the work that was put in to transforming the hotel.

“It’s the only hotel in downtown Cleveland with lake views,” she said, adding that the hotel looks great. “The upgrade to the Doubletree brand fits the prime location. The Hotel Group has brought the hotel up to a higher standard with the Doubletree brand.”

The hotel also is poised to take advantage of several high-profile demand generators. It is ideally situated within walking distance of the Rock and Roll Hall of Fame and Museum, Great Lakes Science Center, Cleveland Browns Stadium, Cleveland National Air show and a variety of summer festivals.

“The hotel and its management team have been a huge part of our efforts to promote Cleveland,” Brown said. “They have hosted a U.K. writers group, sales and training seminars for local businesses and a familiarization tour for the Roll and Rock Hall of Fame and Museum. It’s been great working with them.”

The Doubletree Cleveland Downtown/Lakeside hotel features more

than 11,000 square feet of meeting space, including a 5,600-square-foot grand ballroom. Seven breakout rooms are retrofitted with wired and wireless Internet access, whiteboards, projectors and wireless microphone system. A state-of-the-art fitness facility and indoor swimming pool with whirlpool also are provided.



The contemporary guestrooms feature the Sweet Dreams® by Doubletree Sleep Experience; complimentary wireless high-

speed Internet access; MP3-compatible, stereo alarm clocks; Wolfgang Puck® in-room gourmet coffee service and 32-inch, flat-screen televisions. Guest bathrooms feature new marble vanities, Neutrogena® bath and body products, upgraded lighting and a curved shower rod that allows for 20 percent more space in the shower. As an added amenity, the hotel has added a new lounge on the 18th floor, where executive guests can enjoy complimentary breakfast in the morning and complimentary appetizers in the evenings, while taking in spectacular views of Lake Erie.

Just one-half mile from the Burke Lakefront Airport and 12 miles from Cleveland Hopkins International Airport, the Doubletree Hotel Cleveland Downtown/Lakeside is located at 1111 Lakeside Avenue, Cleveland, Ohio, United States 44114. For more information about the property, visit <http://www.clevelanddowntownlakeside.doubletree.com/> or call 1-800-222-TREE or direct at 216-241-5100.

### **About The Hotel Group**

THG is a nationally recognized top 40 hotel company and currently manages and/or owns 25 properties in 9 states, representing 13 brands and employs more than 1,300 people. Since its inception in 1984, THG has managed more than 100 properties in 20 states, directed the design and construction of 30 new hotels, completed the acquisition of more than \$125 million in private investment as the sponsor of Hotel Group Opportunity Funds I, II, III and IV. For more information, visit [www.thehotelgroup.com](http://www.thehotelgroup.com) or call 425-771-1788.

### **About Doubletree Hotels**

With a growing collection of contemporary, upscale accommodations in more than 200 gateway cities, metropolitan areas and vacation destinations worldwide, Doubletree Hotels, Guest Suites and Resorts are distinctively designed to provide true comfort to today's business and leisure travelers. From the millions of delighted hotel guests who are welcomed with the brand's legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton HHonors® guest reward program, each Doubletree guest receives a satisfying stay wherever their travels take them.

Doubletree is part of Hilton Hotels Corporation, the leading global hospitality company with more than 3,000 hotels and 500,000 rooms in 74 countries and territories, with more than 135,000 team members worldwide. The company owns, manages or franchises some of the best known and highly regarded hotel brands including Hilton®, Conrad® Hotels & Resorts, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand Vacations™, Homewood Suites by Hilton® and The Waldorf=Astoria Collection™.

To make reservations at any Doubletree hotel, travelers can visit our website at <http://www.doubletree.com/>, contact their preferred travel professional or call 1-800-222-TREE in the U.S. and Canada.

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[The Chartres Lodging Group Opens the Newly Renamed Doubletree Hotel Chicago Magnificent Mile Following a \\$21 million Renovation / June 2008](#)  
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