



## Staybridge offers East Side suburbs another hotel option

By **STAN BULLARD**

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The Staybridge Suites brand has landed in Northeast Ohio with a \$9 million, all-suites hotel in Landerhaven Corporate Center in Mayfield Heights.

It's the first of three hotels planned for the market over the next two years.

Vern Fuller, managing member of Landerhaven Hotel Venture LLC, which developed the hotel, sees the first Staybridge hotel north of Columbus and the fourth in Ohio as a bridge between two types of markets.

"We've got the best of both worlds," Mr. Fuller said. "We have long-term stay business. We also have short-term stay business because of our proximity to Executive Caterers. Stay for a year or a night." Executive Caterers borders the parking lot of the hotel on Landerhaven Drive.

David Sangree, president of the Hotel & Leisure Advisors consulting firm in Lakewood, said the hotel is in a "more challenging location" because of its non-highway location. However, Mr. Sangree said that factor is likely to be counterbalanced by the status of Staybridge Suites as part of the Intercontinental Hotels reservation system, which includes the Holiday Inn chain.

"It will show up if a (prospective) customer does an online search for a hotel in Beachwood, which is a very big thing," Mr. Sangree said.

The other new hotels planned for the eastern suburbs are a Homewood Suites that is under construction on Hummer Drive on Beachwood and a proposed Hilton Garden Inn in Mayfield Village.

Buffalo Lodging Systems of Buffalo, N.Y., is developing the 114-suite hotel in Beachwood. Ron Kendall, Buffalo Lodging president, said the hotel is scheduled to open within a year and will join two other hotels the company operates in the eastern suburbs.

Omni Hospitality Group, a hotel unit of Pride One-Omni Cos. in Medina Township, also plans to start construction this year of a 105-unit Hilton Garden Inn in Mayfield, according to Pat Finley, Pride One-Omni managing member. The project is part of the conversion of an industrial building at 700 Beta Drive to multitenant use.

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