



Algieri Design & Purchasing Services, Inc.

## **CASE STUDY: RESIDENCE INN BATON ROUGE, LOUISIANA**

### **ASSET**

A 111 guest rooms / 3 story frame structure with a prototype design layout situated adjacent to a large regional mall. Amenities include an outdoor pool and sport court, fitness area, meeting space, a lobby lounging area and breakfast service counters.

### **CHALLENGE**

As part of the Marriott Brand affiliation, a mandate known as the POSSIBILITIES DÉCOR program to convert the “GATEHOUSE” lobby café area and lobby was issued for the whole franchise community.

- This master program was launched by the Brand to modify the service offerings under certain guidelines within the main lobby space and breakfast rooms as it existed.
- No expansion was required, only a redefinition of the space.
- The enlargement of the social zones
- These modifications meant that the current meeting room would be eliminated.

### **RESULTS**

ALGIERE partnered with the Brand to develop the first implementation and opening of the new POSSIBILITIES DÉCOR program Nationwide.

- Working under a design build agreement with the property owner, ALGIERE worked in collaboration with the Brand design team to develop the color palate that best worked with the Brand imposed Hallmark elements for this particular hotel.
- Project Timeline: 4 months
- Project Renovation Budget: \$1,600,000