



Algieri Design & Purchasing Services, Inc.

CASE STUDY: RESIDENCE INN BATON ROUGE, LOUISIANA

ASSET

A 111-room/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 was issued to convert the “GATEHOUSE” lobby café area and lobby 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 program included the enlargement of the social zones.
- These modifications meant that the current meeting room would be eliminated.

RESULTS

- Algieri worked under a design/build agreement for the property owners.
- Algieri partnered with the Brand to develop the first implementation and opening of the new POSSIBILITIES DÉCOR program nationwide.
- 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