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Hilton Garden Inn launches six region-specific hotel prototypes

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Hilton Garden Inn has announced a revamped hotel design approach that provides six new, customizable hotel prototype options – one for each region of the world where the brand operates.

Designed for hotel developers seeking to cost-efficiently expand their portfolios while maximizing revenue, the new North American prototype, known as Magnolia, will:

- Reduce footprint by 8 per cent – making it easier to acquire land and building sites,
- Provide sizable cost efficiencies – an estimated 6 per cent reduction in construction costs, and
- Yield a stronger return on investment.

Some of the features that guests will experience as they journey through the Magnolia prototype include an inviting modular, pod-style check-in area; reconfigured public spaces with a bar-centric focus and modified food and beverage (F&B) offerings; redefined meeting spaces with multi-functional features; and guestrooms with nature-inspired design and larger bathrooms. The prototype will also offer more natural light throughout the hotel and give owners the option of including a swimming pool.

Five other region-specific prototypes are available for the following Hilton Garden Inn regions: Latin America; Europe; Africa and the Middle East; Asia Pacific; and Australia.

“Hilton Garden Inn is rapidly expanding globally, and that requires a new approach to our hotel prototypes that addresses the localized needs and customs of each market,” said John Greenleaf,

Global Head, Hilton Garden Inn. “We are confident it will now be easier and more profitable than ever to build our hotels – no matter where you are in the world.”

The regional prototype approach extends Hilton Garden Inn’s commitment to maximizing efficiencies, revenue and profitability for owners, while ensuring greater guest loyalty. The new, adaptable designs will allow for market-relevant flexibility while retaining the global consistency that is propelling the brand’s strong growth.

“In this highly-competitive industry, developers seek cost-efficient new-build opportunities that enable long-term revenue growth,” said Mitch Patel, President, Vision Hospitality. “I applaud Hilton Garden Inn for developing these well-designed new regional prototypes, which clearly balance the needs of developers with the preferences of our loyal guests.”

In developing the prototypes, Hilton Garden Inn incorporated insights and feedback from hotel developers, owners, guests and team members from around the world. The result is a framework for each region that maintains the light, bright and airy atmosphere of Hilton Garden Inn, yet is flexible enough to incorporate customizable options that meet financial and marketplace needs. The regional prototypes will address the localized needs of each market, and provide modified F&B offerings, guest-centric social space designs and the ability to maximize the usage of space.

The introduction of the regional prototypes is the first phase of a large-scale initiative to amplify the Hilton Garden Inn global brand. Additional components of the brand amplification program will launch in the coming months.