

## Place Louis Riel Set to Impress

It's about building satisfying long-term relationships with corporate partners and guests. For Place Louis Riel Suite Hotel, that means not just selling hotel rooms, but ensuring that guests "delight" in the full-hotel experience every stay.

"That's ingrained in us," says Sharon Kubrakovich, Place Louis Riel's marketing and communications manager.

From the leather living room furnishings, granite countertops and flat panel HDTVs to the full-sized kitchen appliances and luxurious king-sized beds, they've got it all.

"Guests are so impressed with the comfort and quality of the amenities in our executive suites that we're repeatedly asked where they can buy these items - everything from the beds and sofas to the office chairs and pillows," Kubrakovich says.

"We're thrilled with our renovations. We completely gutted the suites and, with the help of professional designers, we started over to create an entirely new look and feel. A lot of thought and care has gone into the design of the suites and the selection of items to furnish them."

Place Louis Riel offers guests many complimentary features to enhance the quality of their stay, such as wireless Internet in all suites and public areas, local phone calls, in-suite coffee/tea service and bottled water, weekday newspaper delivery and use of the hotel business centre and fitness room.

The hotel, which opened in 1970 as an upscale apartment building, was converted to hotel suites in the '80s.

In 2006, Edmonton-based Westcorp Properties Inc. purchased Place Louis Riel and has since renovated 181 of the 302 suites to this new executive standard.

Unlike most hotels, all of Place Louis Riel's suites feature complete kitchens and an abundance of space. Standard hotel rooms average 350 square feet, but at Place Louis Riel, suites range from 450 square feet in a studio suite up to 800 square feet in a two-bedroom suite.

It's ideal for business travelers, conference delegates and corporate relocations.

"These guests really enjoy the spaciousness and style. For companies whose employees regularly travel to Winnipeg for business, we offer volume-based corporate rates. These combined advantages make the reasons to choose Place Louis Riel apparent," Kubrakovich says.

Because the living area is separate from the bedrooms, it also makes it convenient should guests want to hold meetings in the suite, while maintaining the privacy of their sleeping area.

"Every guest is unique and deserves personalized service that attends to their individual needs and preferences. Hotel associates are encouraged to provide our guests with whatever they need to ensure we exceed their expectations every stay," she says.

"Feedback is important to us. We respond to every single comment we receive - every comment card, every e-mail and whenever possible, to online reviews. We want our guests to tell us how we can make their experience better and we employ a lot of their suggestions to do just that. As I said, it's about building satisfying long-term relationships."

