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Roedel Cos. breaks ground on new Holiday Inn Express & Suites

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New Hampshire-based hotel owner/operators Roedel Companies, has begun a multi-million dollar renovation of the former Fairfield Inn on Amherst St. The property will be transformed to better suit the needs of today's business travelers and include 100 guestrooms and expanded business center. The Holiday Inn Express & Suites is slated to open in September.

The developer, Roedel Cos., is utilizing its subsidiary companies to complete the renovations and manage the Holiday Inn Express & Suites. ROK Builders, the wholly owned hotel construction management subsidiary of Roedel Cos., will oversee the renovation. RGH Hospitality, the hotel management subsidiary of Roedel Cos., will run the Holiday Inn Express & Suites on behalf of the ownership. Other companies partnered with the project are RSJ Associates and Group One Architecture.

Located at exit 11 off the Everett Tpke., the Holiday Inn Express & Suites will have a completely renovated interior.

The hotel will be modernized from the inside-out and feature a spacious lobby and new fitness facility. Guest rooms and bathrooms will also be extensively remodeled with new fixtures, décor and furniture. The building's traditional New England exterior will be preserved while new landscaping and a portico will be added to enhance its façade.

Partner of Roedel Cos., David Roedel explained that by utilizing its team of subsidiary companies and 'Hotels. Done Right.' approach, the organization assembled an experienced group of partners under one roof to renovate, reposition and operate the Holiday Inn Express & Suites. Roedel Companies used the same method at their highly successful Falls Center and La Quinta Inn and Suites in Manchester which opened to the public in March.

"Through the implementation of our 'Hotels. Done Right.' approach, we were able to purchase the former Fairfield Inn below replacement cost," stated Roedel. "We also used our extensive experience in the industry to bring together a team of experts that will maximize every dollar invested in the project."

Shown (from left) are: Mark Doyle, chief of police, Merrimack Police Department; Tim Thompson, Community Development Department, town of Merrimack; Jackie Flood, councilor, town of Merrimack; Thomas Mahon, chairman, Merrimack Town Council; Lori Piper, Merrimack County Savings Bank; Dan Snyder, Merrimack County Savings Bank; Glenn Hardman, president of RGH Hospitality; David Roedel, partner, Roedel Cos.; Michael Gelinas, CFO, Roedel Cos.; David Chouinard, vice president of membership, Merrimack Chamber of Commerce; Shaunae Nolet, membership director, Nashua Chamber of Commerce; Eric Brand, board president, Merrimack Chamber of Commerce; Mike Doyle, chief of police, Merrimack Police Department; Martin LeGay, operations manager, RGH Hospitality.

