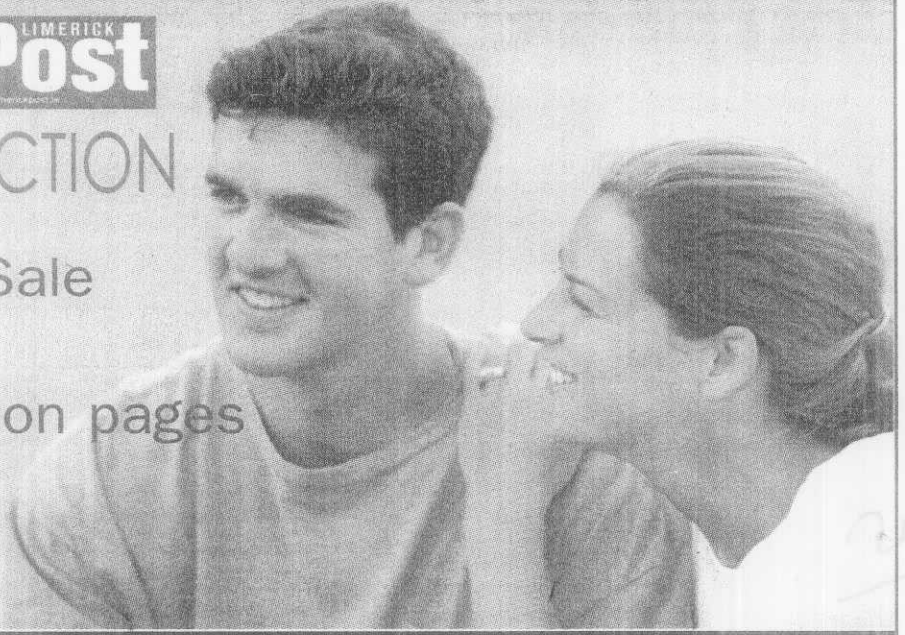


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20mn euro expansion by Clarion into Ennis Road suites project

by Rose Rushe
SOME 20mn euro has been invested by the Clarion Hotel chain in launching a second Limerick base on site of the former Ardhú Ryan Hotel.

At a press reception held in the Clarion Hotel Limerick at Steamboat Quay, regional general manager Sean Lally announced that the new Clarion Hotel Suites will comprise 61 suites at the Ennis Road sites.

"We are on target for opening in April," he confirmed. "Clarion Hotel Suites will operate as part of the 4* Clarion brand and be the eighth hotel in the group. The development will offer 18 one and 43 two bedroom suites, along with pent-houses and duplex appealing to all markets seeking additional space".

The suites enterprise will see the creation of 60 new jobs, required to run the self-contained units which will

have a separate sitting room with dining area. Each unit will have the convenience of a 'wet bar' also, the trade name for a kitchenette of kettle, toaster, microwave, sink and of course, the expected trim of individual safes and a trouser press and of course broad band.

"Clarion Hotel Suites will be under out the Clarion Hotel Limerick's management team of four, which are responsible for the region now," confirmed Maria O'Gorman Skelly, regional sales and marketing manager. "Our target market will be

corporate and sports related as well as family. This new Clarion is

well located for easy access to the airport and the industrial

estate at Shannon".

The beautiful old 'White House' that was

the reception area and restaurant of the former Ryan Hotel is a listed building but its interior has been developed sympathetically to serve the suite complex.

The Kudos Bar and Restaurant there will serve food on an all day basis and there are six meeting rooms planned - with a capacity for c.4 to 100 each and wireless.

Parking will not be an issue either for the Clarion Hotel Suites, with the Clarion taking its lease form developers of the controversial site, joint owners Pat Chesser and Pat

Whelan.

Brian Bowler, who is with the Clarion at Steamboat Quay for almost three years, is appointed operations manager and Rebecca Lucey is sales executive.

The Ennis Road suites are a new concept in hotel leisure life for Limerick, with the largest extending to 1000 sq ft, larger than the average new three bedroom semi-detached or townhouse in the city.

This expansion for Choice Hotels' Clarion group of eight Irish hotels follows in from the Steamboat Quay

conversion of its 30 apartments to hotel bedrooms, boosting room numbers by 60 and 158.

"And no, we have no doubts about filling them," says Mrs O'Gorman Skelly which quizzed as to the challenge of filling two large hotels. "Occupancy is running in the late 80s (per centage of 100 per cent capacity) and we are quite excited about the Clarion Hotel Suites opening".

The same company is opening its first London hotel close to Gatwick shortly, have acquired the Croydon Park Hotel.



Regional marketing manager of Clarion Hotels Maria O'Gorman Skelly is pictured with regional general manager Sean Lally at the steps of the new Clarion Hotel Suites on the site of the former Ardhú Ryan Hotel.



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