

## Style, form and function meet at the new Cambria Suites Hotel

Written by Al McFarlane and B.P. Ford, The Editors  
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Style, form and function meet at the new Cambria Suites Hotel in Maple Grove, MN. It's an idea whose time has come: Customer focused modern, efficient service at a reasonable price. That is the value proposition for the new Cambria Suites Hotels chain, which opened its second Minnesota property in Twin Cities this past July. The first Twin Cities Cambria Suites opened in Bloomington, near Mall of America in 2007.

We visited the Maple Grove hotel last weekend, and found ourselves delighted and impressed with the concept, the facilities, the service, and the location. When form meets function, you get a lifestyle hotel with real staying power.

The lobby is the heart and soul of the Cambria Suites experience. The signature premium Wolfgang Puck® coffee or espresso and light fare are presented in a family-friendly sundrenched lobby lounge. The lobby is also perfect for unwinding with a newspaper, enjoying the Winter Olympics or other big screen sports presentations, or logging on to the Wi-Fi network at ultra-modern computer workstations.



Simply put, Cambria Suites gives guests more. The hotel is designed for high-touch service and peak efficiency. As a 100% new construction hotel, the Cambria Suites property complements

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regional development, blending the best urban and suburban amenities for guests. We used our stay as a weekend holiday and launching pad for family projects including shopping and dining. Saturday, for instance, we visited the Maple Grove Costco, and leisurely drove around marveling at all the retail and residential development that has taken place.

We relaxed a while in our suite then went out for a late dinner at Pittsburgh Blue, the famous steakhouse restaurant that had been on our to do list for a good while. Here was the perfect opportunity to explore and enjoy --which is what we did.

Shaky economy notwithstanding, the Maple Grove development boom tells you that there is plenty of robust vitality in the economy, and that people with vision know this is a good time to launch and expand businesses. Of course, the Costco parking lot was completely full. People were stacked up buying things they needed and wanted. Similarly, Pittsburgh Blue was crooooooowed. We opted for seats at the bar while we waited for a table. The bar side view gave us plenty opportunity to evaluate the scrumptious looking entrees servers wheeled by on boastful carts to smiling customers. Business was good. And the food was good. So good, we went back for early dinner Sunday afternoon.



Sunday morning we took a short ride up to Albertville, just minutes away, for the convenience and excitement of name brand shopping at outlet prices and absolutely no hassle parking.

Sunday was just that, a sunny day and we enjoyed walking from store to store, price comparing and purchasing things we thought were too good to pass up.

Other people like Cambria because it's across the road from the new North Memorial Hospital in Maple Grove. So it's a great place for families to take up short term residence while family members make brief hospital stays.

Because of location, and because of the quality of concept and service, it is clear that Cambria Suites is tailor-made for the new generation of travelers who are focused on convenience, have an eye for style, and look for environments that give them the amenities and technologies that their busy lifestyles demand.

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Marketing materials indicate Cambria Suites' primary customer is a 25- to 49-year-old who is traveling for business. Cambria's guests tend to be upscale in income, attitude and expectations. Accordingly, Cambria Suites delivers a 21st century product that serves this untapped market segment. The hotel's sleek design and functional space appeal to both the Generation X and Baby Boomer travelers who have been requesting and expecting an updated alternative to today's lodging options.

Sophisticated technology like flat-screen televisions, Media Hub technology and free wireless Internet access complement the state-of-the-art fitness center, indoor pool and spa and barista bar creating a unique environment where style, form and function meet.

Cambria Suites has 129 rooms configured in 11 different design and amenity possibilities. In all cases, the suites provide generously ample space, plush beds and flat-screen televisions plus Internet service, and sleek, modern bath fixtures. Room prices right now range from \$79 a night to the \$139 per night range. Comparable amenities downtown Minneapolis would easily be from \$279 to \$579. And you'd have to pay for your Internet, parking and make a special request to have linens changed.

Amy Isaacson, Director of Sales, says she is excited about being part of the launch of a new concept and new property. She has been with the company, Grove Hospitality, for about a year and in the hospitality industry over 12 years.

"We enjoy ourselves and we want people to enjoy themselves. We are a family friendly property and have lots of family business on the weekend; with the business traveler being our main customer during the business week. We have figured out how to accommodate both with style and class, at an affordable price," she said.