

Saskatoon company adds third dimension to hotel ownership



The d3h construction team with some of the company's partners. Back row, left to right: Paul Rosten, Russ Piers, Don Urzada, Carolyn Genest, Darrin Boschman. Front row, left to right: Jocelyn Rosten, Don Rosten, Candy McBride, Dave Gerhardt.

SASKATOON—Dimension 3 Hospitality was established in 1998 by three Saskatchewan businessmen named Don. After 10 years of building, owning and operating eight hotels, a new entity was formed, d3h Hotels Inc.

During the formation of the new corporation, two of the founders recognized that a change in ownership would allow for new and fresh ideas which would help keep the company relative to its market as well as ensuring they maintained their competitive edge.

This new ownership consists of Don Urzada, Don Rosten, Carolyn Genest and Candy McBride.

d3h Hotels Inc. currently owns and operates nine hotels in Western Canada including six Days Inns—Calgary Airport, Edmonton South, Medicine Hat, Red Deer, Regina and Days Inn—Regina Airport West, which has graced the cover of the last few issues of Canadian Lodging News.

The company also has two Motel 6s in Medicine Hat and Red Deer; plus one of its own brand, HomeSuites by d3h in Regina.

d3h's vision is to 'work together' as a team to provide customers with a "stay experience" that makes them feel they were at home.

"Our company has extremely talented people who have made d3h a leader in the hotel industry and a fun and exciting company to work for" says Don Rosten, CEO of d3h Hotels Inc.

The company is the largest franchisee of Days Inn's in Canada. In fact, d3h was honoured by Days Inns—Canada as its 2008 & 2009 Management Company of the Year.

“d3h Hotels exemplifies the very best in hotel ownership and management”, said Irwin Prince, president & COO of Realstar Hospitality, master franchisor for Days Inns in Canada. “Every member of their team is fully engaged in providing “above-and-beyond” service to their guests, and d3h’s ongoing focus on customer satisfaction and operational excellence is testament to their success.”

In the next few years, d3h plans to aggressively expand its hotel portfolio by building two new hotels per year under their ownership, and one for a third party ownership. They will continue their relationship with Realstar in future hotel builds.

d3h to expand with two home-grown hotel brands

In the short time since its inception d3h Hotels Inc. has developed its own franchise, HomeSuites by d3h and Home Inn & Suites by d3h—not to be confused with the Hilton brands, Homewood Suites and Home2 Suites by Hilton.

These home-grown hotel brands incorporate modern technology, free hot breakfast and amenities that rival those available in each market they enter.

HomeSuites is committed to several green initiatives including a recycling program, and a HomeSuites reusable tote bag in all suites to use for cut down on plastic bag waste for guests doing groceries or laundry. The company encourages guests to enjoy a complimentary copy of the daily newspaper in the breakfast room instead of purchasing one themselves.

HomeSuites recycles all left-over paper. And they also offer a special “Go Green” discounted rate for environmentally friendly extended stays.

d3h has customized HomeSuites’ key amenities, branding them into what they call their ‘HomeEssentials Guest Experience’.

Full service amenities at HomeSuites hotels include complimentary HomeEssentials Breakfast, complimentary wireless high speed internet, 24-hour business and fitness centres, a well-stocked HomeEssentials Shoppe and much more.

“HomeSuites’ brand philosophy is to provide the best mix of hotel amenities and home comforts to today’s traveller looking for an upgraded stay experience at a reasonable price point,” says Carolyn Genest, CFO of d3h Hotels Inc.

More growth on the horizon

In pursuing its vision of growth, d3h has acquired land to build a HomeSuites hotel next door to the new Days Inn—Regina Airport West within the next two years and the existing Days Inn – Medicine Hat will see a 24-room expansion and renovations of two floors in 2011.

Recently, d3h has signed franchise agreements to construct two new Home Inn & Suites in Yorkton and Swift Current. This new brand will be a mixture of limited service type rooms and larger suites which include the full kitchen and living room. The Yorkton hotel will have a pool and waterslide. The projects will begin construction in the spring of 2011 with expected completion in early to mid-2012.

“Though d3h Hotels is rapidly expanding, we believe that it is our people that are the heart of our company,” says Candy McBride, chief human resources officer at d3h.

“A good portion of each of our day is spent with the people we work with and this time can either be a positive or negative in our lives. It is our desire for our staff in the hotels and head office to feel appreciated, valued and respected when they are part of our d3h family and in turn, this will resonate with our guests.”