



MARSHALL F. BAKER, CHA

General Manager – Hotel Indigo

Success Magazine: What prompted the decision to revamp the Wingate Inn, turning it into Hotel Indigo?

Hotel Indigo: We wanted to bring a new and unique lodging experience to the traveler in this market.

SM: What physical changes are taking place?

HI: Changes include a complete renovation of the hotel including the lobby, rooms, conference area, as well as two additional restaurants – the lobby Phi Bar and the exciting new Blu Stone Bistro.

SM: Will the staff remain the same? How will they prepare for the change?

HI: Some additional staff have been hired. All of our staff members have been professionally trained by Hotel Indigo and IHG Corp., and are well prepared to provide stellar service.

SM: When will the renovations be completed?

HI: Right now, the renovations are 95% complete. The hotel re-opened as Hotel Indigo on October 30, 2008, and the new Blu Stone Bistro will be open at the end of this month.

SM: What type of food will be offered at your new gourmet bistro?

HI: We will be offering a seasonal menu with a grab-and-go breakfast and a light dinner. We will also have a Starbucks in the lobby Phi Bar.

SM: What is your target market? Who would most benefit from the amenities of the new hotel?

HI: Our target market is anyone traveling for business or leisure. All guests will benefit from the energizing new atmosphere.

SM: What are some of the amenities that you offer?

HI: Some of our new amenities include hardwood floors in the rooms, free high speed internet, spa style showers, flat screen TVs, Aveda products, and a state of the art gym.

SM: What is the Golden Mean, and how does this translate into Hotel Indigo?

HI: The Golden Mean is essentially a balance of nature and human form. This concept of harmony is evident throughout the design of our hotel.

SM: There is a strong focus on nature in your décor. Why is this important?

HI: The entire Indigo design is based on the balance of nature. We have brought nature indoors to create seasonal harmony.

SM: What are some of the things that make Hotel Indigo stand out in the industry?

HI: Hotel Indigo is unique in the creative use of nature as an inspiration for design

and artwork. Our natural design elements help to define us. This is the only concept of its kind in the lodging industry. As one guest recently commented, "It's like being at a spa."

SM: What is the importance and significance of Haiku in Hotel Indigo's marketing literature?

HI: Haiku is based on Hotel Indigo's concept of the Fibonacci sequence. This mathematical ratio, known as phi, is found to create beauty and balance throughout nature.

SM: What are your goals for Hotel Indigo?

HI: To create a peaceful, yet energizing environment that truly embodies the concept of "home away from home."

SM: Where do you see Hotel Indigo in the next five years?

HI: We will strive to uphold our individuality in the market while catering to the needs of the traveler in a constantly evolving environment. Our concept has components in both design and atmosphere that will continue to change on a seasonal basis.

SM: If you had to describe your hotel in one word, what would it be?

HI: Unique.



H O T E L
indigo®



“The Golden Mean is essentially a balance of nature and human form. This concept of harmony is evident throughout the design of our hotel.”

”