

A Room at the Inn

Meet Indiana's major hoteliers.

by Ginger Morgan

Years ago, full-service hotels were the norm. Business travelers enjoyed the convenience and quality of the hotel restaurant and other services.

Today, more often than not they value a lower price more than an in-hotel restaurant. Nearby dining establishments these days often are chain restaurants with familiar menus and dependable quality, so the hotel restaurant is not a necessity.

Enter the "limited-service" hotel. It has no restaurant, though that's often the only service that's limited. In fact, rooms may be large suites with at-home amenities. Limited service is the hottest part of the hotel business these days, and many of Indiana's major hoteliers profiled below are firm believers in the concept.

GENERAL HOTELS CORP.

When James Dora Sr. and his brother Bob entered the hotel business in 1962, James never dreamed that 30 years later he'd be installing computer ports and building suites to accommodate business travelers.

"Suites seem to be the wave of the future," says Dora, who started out by joining his brother in building a Holiday Inn in Terre Haute. Bob died in 1973, but not before the brothers built Holiday Inns in Columbus and Anderson.

At this point, James Dora, chairman and CEO of General Hotels



Roots Hoteliers James Dora Sr. and nephews Tim (right) and Bob Dora trace family to early Indiana settlers in the hospitality business—they sold brandy to French trappers.

Corp. in Indianapolis, says catering to the businessperson is his focus. "We get a lot of extended-stay customers," says Dora, who built Homewood Suites at Indianapolis' Keystone at the Crossing and in Lafayette four years ago. The two-room suites feature separate sleeping and living quarters, and many have working fireplaces. Each offers a kitchenette with microwave, dishwasher, stove, coffeemaker and more, and Homewood Suites maintains a "Suite Shop" in the lodge area

for travelers who wish to purchase a microwave dinner or a drink.

"They offer limited services, which means that there's no hotel restaurant," explains Dora.

In addition to Homewood Suites in Indianapolis and Lafayette, General Hotels Corp. operates the Holiday Inn Select Airport, Holiday Inn Select North at the Pyramids and Holiday Inn East in Indianapolis; the Holiday Inn in Terre Haute; the Crowne Plaza Union Station in Indianapolis; the Brickyard Crossing

