



Designing, Building Branded Hospitality

Full-service firm creates impressive hospitality properties for major brands across the country

BBL is a vertically integrated hotel management and construction firm whose expertise makes it easy for developers and owners to pursue hospitality investments throughout the United States.

The Albany-based firm, responsible for the construction of more than 40 hotels over the past 15 years, works with owners and developers to design, build and manage top-branded hospitality properties East of the Mississippi.

BBL's robust approach to hotel design, construction and management allows it to provide clients and their guests with exceptional experiences.

"We are able to provide insight and ideas on the front end with our owners and our clients," says Rob Curto, Senior Project Manager at BBL Construction Services. "If you have a concept, we will take that concept, bring it to life and hand over the keys to you. We'll even manage your property, if you would like."

TOP-BRANDED HOSPITALITY

Over the decades, the firm has diversified from a general contractor specializing in hotel construction to a full-service suite of companies offering a comprehensive range of hospitality development and management services.

"One of the ideas back in the early 2000's was to diversify from solely being a contractor and maneuver into a design-build role," Curto says. "Eventually, we said, 'Let's be our own developers.' Then, once we achieved a solid comfort level with building the hotels, we realized that we can manage them, too. It just took off from there."

Today, BBL is leveraging this vertical integration to its advantage.

"We built our first hotel 15 years ago, and it just blossomed from there," Curto says. "Our long-term plan is to build one or two of our own properties yearly for at least the next five years."

BBL

SENIOR PROJECT MANAGER,
BBL CONSTRUCTION SERVICES
Rob Curto

LOCATION
Albany, New York

The company is also pursuing development opportunities in Texas, Pennsylvania, Ohio, Florida and Virginia. They have recently completed hotels in New York and New England.

BBL helps connect its clients to the guests who are best served by certain types of hospitality products. In this way, the firm customizes its approach depending on the client and the market in which the property is being built.

The firm works with leading hospitality brands, including Marriott, Hilton, Hyatt, IHG and Choice to pursue projects that help these entities advance and innovate the guest experience. This, in turn, enhances the owners' return on investment.

"We like to be in the business traveler realm, with products like the TownePlace Suites and the SpringHill Suites by Marriott," Curto says. "Dual-brand hotels are becoming very prevalent now. Those work very well in high-density markets, such as urban areas."

EXPLORING AND EXPANDING

Across the country, BBL is creating hotel properties that exemplify its commitment to delivering the highest quality in turnkey hotel development and management.

In April, the firm completed construction of a Tru by Hilton-branded hotel in Chicopee, Massachusetts. Tru hotels offer a select range of targeted amenities providing guests with the services they need at an affordable rate.

The hotel features express mail, a full business center and A/V equipment rentals. There's also a pool and fitness center, along with laundry, valet service and an onsite convenience store.

BBL also recently broke ground on a Tru by Hilton property in Middletown, New York, off the bustling Interstate 84 corridor.

"It is definitely tailored toward your transient traveler versus your extended stay traveler," Curto says.

In June, BBL completed a Hampton Inn by Hilton in Rocky Hill, Connecticut. The hotel, which serves the South Hartford market, includes 90 guest rooms and suites. It also features a pool and fitness center, along with valet service, a snack shop, meeting rooms and A/V rentals.

The firm is actively working on two projects in Florida. Its team broke ground this fall on a Hyatt Place by Hyatt located in Titusville, a beachside community about 50 miles east of Orlando. Meanwhile, a SpringHill Suites by Marriott in Land O' Lakes, Florida, is set to open in the fall.

BBL is in the predevelopment stages of several significant projects. These include a TownePlace Suites by Marriott in Pearland, Texas, a SpringHill Suites by Marriott in Easton, Pennsylvania and a Homewood Suites / Tru by Hilton in Lake Placid, New York.

Throughout all its developments, the firm's goal remains the same: to provide owners and guests with an excellent experience while delivering high returns on investment to its clients.

"We know where to spend money and where not to spend money," Curto says. "We know to save money here because it doesn't hurt you on the back end and to spend money there because it's maintenance-friendly for you in the long haul and the guests will appreciate it." ■



HBT ARCHITECTS

HBT Architects is proud to be a long-standing design partner of BBL Hospitality and their team of industry professionals. The projects resulting from our 15-year relationship have been a highlight of HBT's portfolio. We look forward to our continued collaborations and success with BBL.

A photograph of a multi-story hotel building with a modern facade. The building features a mix of grey and green panels. In the foreground, there is a well-maintained courtyard with outdoor seating, including several tables and chairs. The sky is overcast.

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ARCHITECTS

ARCHITECTURE / INTERIOR DESIGN

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