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News

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by Michele D. Maniscalco

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The Alise Hotel remodeled from The Chandler Inn. Photo by Michele Maniscalco.

Chandler Inn gets new owner, new image

On Wednesday, February 28, the South End's longtime budget lodging, the Chandler Inn, was renamed the Alise Hotel, the first public step in its re-branding as part of the Seattle-based StayPineapple chain. While the 56-room hotel will undergo a significant makeover to its aesthetics, service and amenities, the Alise will continue as an affordable destination.

The conversion of the former Chandler Inn marks the nine-property hotel chain's entrée to the East Coast, as its other hotels properties are located in Washington state, Oregon, California and Chicago. Marketing director Della-Rae Carriere said via e-mail, "Boston is a top tier city on the East Coast and the stars aligned in our favor. Staypineapple Hotels are always thoughtfully located in great cities like Boston."

The Chandler Inn was a two-star hotel, and the Alise Hotel will be a 2.5 star property, with rates starting at \$169 per night during the March 13 through May 5 "sneak peak" period. Renovation, or the "pineapplization" of the hotel as described in a StayPineapple announcement of the Alise opening, will include an update of the lobby, installation of new, king-sized beds with new headboards and custom platforms, new flooring and twin duvets for each bed, as well as design elements that will incorporate the company's pineapple motif and signature yellow in features from bathrobes to bicycles for guest use.

Amenities will include Chromecast streaming, afternoon snack breaks with complimentary coffee and pineapple cupcakes and Keurigs with StayPineapple coffee pods. A transition team from the company's base is on-site at the former Chandler to manage the transition, but Carriere reports that many of the Chandler's employees will remain at the Alise.

StayPineapple will officially announce the opening of the Alise Hotel in July and expects renovations to be complete in late 2018. The Trophy Room bar will remain unchanged, according to Carriere. As the Chandler Inn has had a loyal gay clientele, the South End News inquired about the target audience for the Alise Hotel going forward.

Carriere responded, "We cater to the young, the young at heart, the savvy, and the seeker of different and great." In terms of the price point beyond the Sneak Peek period, Carriere said, "It is too early to tell. We are still learning the Boston market but our team will exercise all the necessary means to be competitive. However, we hope to elevate the product to meet our Staypineapple brand standards and to cater to our target guests."