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LaQuinta To Add 77 Rooms In Sebring

SEBRING – Another national hotel chain will be adding to Highlands County's lodging inventory.

The Liberty Group of Companies announced the development of a new 77-room La Quinta Inn & Suites in Sebring. The hotel will be built on U.S. 27 South next to ARS Powersports and across the street from Cafe Coffee Bean.

Amenities will include an exterior pool with spa, fitness center, business center and modern décor throughout the lobby and guestrooms, according to a press release. Standard rooms will feature 32-inch flat-panel televisions, free wireless Internet, pillow-top mattresses and complimentary breakfast

Ground will be broken in early 2008 on the 4.2-acre site. The planned opening date for the project is spring 2009.

In addition to the hotel development, the project will also consist of a free-standing commercial building available for retail or restaurant tenants.

Company officials were in Sebring on Wednesday to provide details about the hotel. They were joined by Van Jernigan, director of franchise development for LaQuinta, at a reception at Don Jose Mexican Restaurant.

Jernigan said LaQuinta has 625 properties in the United States. He noted that the chain considers Hampton Inn, Comfort Suites, Fairfield Inn and the Holiday Inn Express as its competition.

Jernigan described LaQuinta as "upper midscale."

Liberty Group was the developer, owner and operator of the Holiday Inn Express and Suites behind Denny's in Sebring.

Raxit Shah, the St. Petersburg company's CEO, said it sold the property less than a year after it opened to a Clearwater company.

When asked how much he sold it for, Shah smiled and replied "a lot."

"La Quinta Inn & Suites is designed to be the smart choice for value-conscious business and leisure travelers. As a leader in the segment, we are continuing to stay focused on brand innovation and guest satisfaction," said Punit R. Shah, president of Liberty Group.

-HighlandsToday

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