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## **AVERILL HOSPITALITY EXPANDS PORTFOLIO WITH ACQUISITION AND MAJOR RENOVATION OF HOLIDAY INN MISSOULA DOWNTOWN**

***Brian Averill, Owner & President of Averill Hospitality, outlines vision and future for the hotel***

Whitefish, Mont. – Averill Hospitality today announced the acquisition and planned major renovation of the Holiday Inn Missoula Downtown, a landmark riverfront hotel in the heart of Missoula along the Clark Fork River and adjacent to Caras Park.

Brian Averill describes the acquisition as a deliberate step in his company's long-range growth plan for Missoula and the region. "This acquisition advances our long-term vision in Missoula, strengthening our presence along the riverfront, downtown and deepening our commitment to the community," said Averill.

"The hotel's location downtown and along the Clark Fork River Trail System is one of its greatest assets," Averill said. "Our vision is to open the property outward—connecting guests directly to Caras Park, the riverfront trail system, and the energy of downtown Missoula." He added that the remodeled hotel will be designed to celebrate Missoula's urban character while elevating the ways visitors and locals experience the river corridor.

### **Shaping the future riverfront experience**

Looking ahead, Averill emphasized that the Holiday Inn Missoula Downtown is a critical anchor in a broader riverfront hospitality strategy. "We look forward to connecting our service offerings for a lively riverside path connecting the Edgewater DoubleTree with the Holiday Inn and beyond," he said. "Our goal is to create a cohesive, walkable collection of experiences that reflects Missoula's downtown vibe and outdoor culture."

"We plan to match the classic architecture of the neighborhood, bring a new restaurant to the community and park goers, enhance the meeting and event opportunities of the property, and reflect the lively downtown Missoula is known for," Averill stated. He noted, "Averill Hospitality will thoughtfully grow over time, fulfill needs, create opportunities, and be an active steward in the community."

## What's planned: renovation and operations

Under Averill Hospitality's direction, the Holiday Inn Missoula Downtown will undergo a comprehensive renovation, including refreshed guest rooms, upgraded common areas, and a revitalized atrium designed to serve as a lively social hub. The restaurant will reopen in the coming year for dinner service, featuring new outdoor seating that takes full advantage of the riverfront setting.

Additional enhancements include an expanded patio oriented toward Caras Park and the trail, plus the creation of a new venue for private events offering both riverside and parkside experiences. Planned updates will fully refresh all guest rooms, resolve disparities between previously renovated and older inventory, and deliver a consistent, modern lodging experience throughout the property.

The renovation will also strengthen the hotel's connection to the outdoors, with expanded outdoor spaces and improved access that create a seamless link between the hotel, Caras Park, and Ron's River Trail. These changes are intended to offer guests and locals new ways to gather, relax, and engage with Missoula's celebrated outdoor lifestyle amid the warm, urban feel of downtown.

General Manager Annie Darby and the hotel's existing staff will continue in their roles and join the Averill Hospitality team. "We are thrilled to welcome the talented team at the Holiday Inn Missoula Downtown," Averill said. "Their experience and local knowledge are invaluable as we begin an exciting new chapter for this iconic property."

## About Averill Hospitality

Averill Hospitality is a family-owned hospitality company based in Whitefish, Montana, dedicated to delivering exceptional service and personalized experiences in some of the region's most scenic destinations. With a strong commitment to quality and community, the company's portfolio includes The Lodge at Whitefish Lake, Whitefish Riverfront Hotel, and The Firebrand in Whitefish, Montana, and the Edgewater DoubleTree by Hilton in Missoula, Montana.

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