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## **HOLIDAY INN EXPRESS HOTEL & SUITES - DESTIN SIGNS ON FOR WORLDWIDE BRAND RELAUNCH**

### ***Hotel Among First to Feature New Sign and Brand Standards***

**Destin**, June 6, 2008 – The new Holiday Inn sign introduced in 2007 is making its way around the world. And today, the **Holiday Inn Express Hotel & Suites Destin** announces this green and blue beacon of hospitality will light the way for visitors to Destin, FL.

The new sign is the seal of approval that this hotel exemplifies the standards of the \$1 billion Holiday Inn brand family relaunch program established to create a more contemporary brand image, increase quality and drive consistency. **Holiday Inn Express Hotel & Suites Destin** is the first in Destin and among the first hotels in the world to receive the sign.

“We have set an aggressive pace to relaunch our complete estate of nearly 3,200 hotels, 413,406 guest rooms and 11,000 signs by the end of 2010,” said Mark Snyder, Senior Vice President of Worldwide Brand Management for Holiday Inn brands. “And with the addition of **Holiday Inn Express Hotel & Suites Destin** we are off and running on our journey to make every Holiday Inn hotel as great as our best one.”

#### **Elements of the relaunch for Holiday Inn Express include:**

##### Redesigned Brand Signage

An evolution of the iconic script logo, energizing the signature color green and eliminating the current shield shape for a more refreshed and contemporary look.

##### Warm Welcome

A new signature arrival – including new lighting, landscaping and design features – that creates an energized and branded sense of welcome that is universally recognizable. Customized music and scent selections also engage guests in a complete sensory experience, and a decluttered front desk to promote a more efficient and interactive check-in process.

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New Service Promise

A best-in-class service culture – “Stay Real” – to further ensure the team develops the behaviors and skills to best serve guests so they feel like individuals and not numbers. Genuine people delivering real service. Leading the charge, will be a newly created position at each hotel – the Guest Experience Champion.

“We look forward to offering our guests an enhanced stay experience with exceptional levels of customer service,” said Michaela Auchard, General Manager. “And we are especially pleased to be among the first wave of properties to showcase these new Holiday Inn brand family hallmarks.”

The 74-room hotel is located one block from Destin Commons shopping and entertainment complex and offers such business conveniences as HSIA, free local phone calls, free copy and fax service. Other amenities include Hot Express Start Breakfast, outdoor pool, microwave and refrigerators in all the guest rooms.

The **Holiday Inn Express Hotel & Suites Destin**, which is owned by CN Destin Hotel Partners and managed by Chartwell Hospitality is located at 108 Hutchinson Street. Telephone: 850-654-9383 number; Facsimile: 850-654-9348.

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**Notes to Editors:**

*InterContinental Hotels Group (IHG) [LON:IHG, NYSE:IHG (ADR)] is one of the world's largest hotel groups by number of rooms. IHG owns, manages, leases or franchises, through various subsidiaries, almost 4,000 hotels and more than 590,000 guest rooms in nearly 100 countries and territories around the world. The Group owns a portfolio of well recognised and respected hotel brands including InterContinental® Hotels & Resorts, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites®, Candlewood Suites® and Hotel Indigo®, and also manages the world's largest hotel loyalty programme, Priority Club® Rewards with over 37 million members worldwide.*

*IHG pioneered the travel industry's first collaborative response to environmental issues as founder of the International Hotels and Environment Initiative (IHEI). The environment and local communities remain at the heart of IHG's global corporate responsibility focus. We're the first major hotel group to have measured our environmental and carbon footprints and we're in the process of setting reduction targets.*

*With more than 1,600 hotels in its development pipeline, IHG needs to find around 150,000 people over the next few years to meet its global expansion plans.*

*InterContinental Hotels Group PLC is the group's holding company and is incorporated in Great Britain and registered in England and Wales.*

*IHG offers information and online reservations for all its hotel brands at [www.ihg.com](http://www.ihg.com) and information for the Priority Club Rewards programme at [www.priorityclub.com](http://www.priorityclub.com). For the latest news from IHG, visit our online Press Office at [www.ihg.com/media](http://www.ihg.com/media)*

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