



## FOR IMMEDIATE RELEASE

**Media Contacts:** Dagmara Grabowski  
Weber Shandwick Worldwide  
416.642.7904  
[dgrabowski@webershandwick.com](mailto:dgrabowski@webershandwick.com)

Nellie Robin  
Groupe Robin  
Holiday Inn Express and Suites Saint-Hyacinthe  
450.250.2222  
[nrobin@grouperobin.com](mailto:nrobin@grouperobin.com)

### **HOLIDAY INN EXPRESS TO OPEN IN 2010 AS QUEBEC'S FIRST LEED-CERTIFIED HOTEL** *94-room hotel will be IHG's first LEED-certified property in Canada*

**Saint-Hyacinthe, Quebec** (May 26, 2009) – IHG (InterContinental Hotels Group) [LON: IHG, NYSE: IHG (ADRs)], the world's largest hotel group by number of rooms, announced today that the company's first LEED-certified hotel in Canada will host a groundbreaking ceremony on May 26, 2009, at 11:00 a.m. in Saint-Hyacinthe, Quebec. The Holiday Inn Express® and Suites Saint-Hyacinthe will be the first hotel in Quebec built to meet the criteria of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System for its sustainable practices.

The Holiday Inn Express and Suites Saint-Hyacinthe will feature several key amenities that create a green environment, including a diligent recycling system, hybrid parking lots and showers for employees who cycle to work. Located 30 minutes away from Montreal, the 94-room hotel will be a part of the new 'M' Lifestyle Centre in Saint-Hyacinthe. The Lifestyle Centre is designed to be the shopping destination for the entire surrounding region and will include restaurants, shopping, a public market, houses and apartments. The first stage of the Lifestyle Centre is slated to open in late 2009, with additions being incorporated over the next five years. The hotel will be easily accessible to visitors from any direction using Highway 20 and a short drive to tourist attractions such as the Congress Centre and various festivals.

The new-build property will also showcase the Holiday Inn Express brand's new sign, which is the seal of approval that this hotel exemplifies the standards of the \$1 billion Holiday Inn brand relaunch programme. First announced in 2007, the relaunch programme was established to create a more contemporary brand image as part of the drive to increase quality and consistency across the global portfolio. The program focuses on arrival and welcome services, guestroom, and guest bath comfort. The global estate of more than 3,200 Holiday Inn and Holiday Inn Express properties is expected to be relaunched by the end of 2010.

**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.

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.

Guests at the Holiday Inn Express and Suites Saint-Hyacinthe will experience a comfortable and smart environment with innovative preferred guest upgrades to ensure a productive stay while travelling for business or leisure. The hotel’s newly enhanced complimentary Express Start<sup>®</sup> breakfast bar will feature a full selection of hot breakfast bar items such as scrambled eggs, bacon, sausage patties and omelettes, and Smart Roast<sup>®</sup> coffee. The SimplySmart<sup>™</sup> shower incorporates a proprietary Stay Smart<sup>™</sup> Kohler showerhead, signature shower curtain with curved rod, upgraded 100 per cent cotton terry towels and a custom line of cinnamon-scented bath products. Guests will also enjoy the SimplySmart<sup>™</sup> bedding collection where they will find new crisp fresh bedding which features an attractive decorative throw, a medium-weight duvet blanket and soft 200 thread-count sheets.

“We are very excited that the first LEED-certified hotel in Quebec will be a Holiday Inn Express, opening with our new sign,” said John Merkin, senior vice president, Brand Management, Holiday Inn Brands, The Americas. “This property is a reflection of the Holiday Inn Express focus on providing a smart choice for value-conscious business and leisure travellers. With more than 1,900 properties worldwide and nearly 700 properties in the pipeline, the Holiday Inn Express portfolio continues to expand destinations like Quebec, providing our guests with an enhanced stay experience at a great value.”

Standard Holiday Inn Express hotel guest rooms feature comfortable queen or king-sized beds, a sitting area with a lounge chair and an in-room coffee machine featuring complimentary Smart Roast 100% Arabica coffee. Business travellers will find large desks, ergonomic chairs, free high-speed internet access, free local and toll free phone calls (U.S. and Canada only) and phones with private voicemail. The Saint-Hyacinthe property offers a variety of additional amenities including 32” LCD TVs in all guestrooms, a 24-hour business centre, an indoor heated pool, more than 1,500 square feet of meeting space and a state-of-the-art fitness centre with an LCD flat panel TV. The hotel also offers 32 King

## **Holiday Inn Express Saint-Hyacinthe**

Page 3

May xx, 2009

Business Class Suites, providing a relaxing and pampering oasis with a king bed, living room and work desk with padded chair.

“Holiday Inn Express hotels are fresh, clean and convenient for travellers to Saint-Hyacinthe,” said Nellie Robin of Holiday Inn Express and Suites Saint-Hyacinthe. “We have invested \$10 million with the goal of providing a building that is sustainable and eco-friendly while maintaining a relaxed atmosphere with all the latest in comfort.”

Holiday Inn Express hotels participate in IHG’s guest loyalty program, Priority Club® Rewards. The industry’s first and largest guest loyalty programme has 43 million members. Priority Club Rewards membership is free and guests can enroll by logging on [www.priorityclub.com](http://www.priorityclub.com), calling 1-888-211-9874 or by inquiring at the front desk of this hotel or any of IHG’s more than 4,200 hotels worldwide.

Holiday Inn Express and Suites Saint-Hyacinthe is owned by Hôtel M Inc and managed by Groupe Robin, under a license agreement with a company in the InterContinental Hotels Group and is located at 1500 West Cavant Blvd, Saint-Hyacinthe, Quebec. Telephone: 450-250-2222.

### **About Holiday Inn Express**

Holiday Inn Express hotels are modern hotels for value-oriented travellers. Fresh, clean and uncomplicated, Holiday Inn Express hotels offer competitive rates for both business and leisure travellers. Guests Stay Smart® at Holiday Inn Express hotels where they enjoy a free hot Express Start® Breakfast Bar, free high-speed internet access and free local phone calls (US and Canada only). There are currently more than 1,900 Holiday Inn Express hotel locations around the globe. For more information about Holiday Inn Express hotels or to book reservations, call 1-800-HOLIDAY or visit [www.hiexpress.com](http://www.hiexpress.com).

###

#### **Notes to Editors:**

*InterContinental Hotels Group (IHG) [LON:IHG, NYSE:IHG (ADRs)] is the world's largest hotel group by number of rooms. IHG owns, manages, leases or franchises, through various subsidiaries, more than 4,200 hotels and over 620,000 guest rooms in nearly 100 countries and territories around the world. The Group owns a portfolio of well recognized and respected hotel brands including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®, and also manages the world's largest hotel loyalty programme, Priority Club® Rewards with 43 million members worldwide.*

*IHG has nearly 1,700 hotels in its development pipeline, which will create 140,000 jobs worldwide over the next few years.*

*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).*