

THE **READIEST** DEVELOPMENT OPPORTUNITY



AN IHG® HOTEL



A **SMART** brand knows that creating distinction, consistent quality, and a contemporary image will drive owner returns.

ABOUT THE HOLIDAY INN EXPRESS® BRAND

Serving guests for over 25 years, the Holiday Inn Express brand welcomes millions to over 2,700 hotels in 33 countries, and has become one of the largest and fastest growing brands in its category.

Holiday Inn Express has proudly offered a straightforward, uncompromising and modern guest experience since its humble beginnings in 1991. Our growth can be attributed to the continued focus on providing the amenities and features that matter most to guests.

WHY INVEST IN HOLIDAY INN EXPRESS HOTELS?

The brand combines the leisure appeal of the Holiday Inn® brand name with the business frequency driven by IHG® Rewards Club, one of the largest loyalty programs in the hotel industry (over 100 million members).

- Holiday Inn Express hotels' continual brand growth and success is attributed to a proven formula: to be guest preferred, operationally efficient, and a good investment for owners.
- The brand's award-winning advertising campaigns have created unparalleled consumer awareness.
- The brand has the flexibility to perform well in any location, from an interstate to an urban center.
- Holiday Inn Express hotels' high level of consistency within the portfolio builds loyalty among guests.

The Holiday Inn Express brand continues to experience **impressive growth worldwide** as the demand for limited-service hotels builds.



GLOBALLY

2,726 — **784**
Open Pipeline

As of December 31, 2018

BRAND PROPOSITION SIMPLE, **SMART** TRAVEL

The brand is focused on a commitment to deliver more, when and where it matters. To do so, we provide products and services in ways that are transparent, considered and value-rich. We want our guests to feel more than ready. Ready to go. Ready to relax. Ready to return. That's what makes us Holiday Inn Express® - a brand that knows limited service should never feel limiting.

OUR GUEST THE **SMART** TRAVELER

Smart Travelers, both individuals and families, stay with us while traveling globally and locally for business and leisure. What unites them is a common belief that travel should be both practical and expedient, yet have more to offer. The brand's smart and efficient design provides a self-driven and empowering hotel experience for our guests traveling smarter.



AMENITIES



EXPRESS START® BREAKFAST

Launched in 2018, the next generation of the Express Start breakfast provides guests with a fresh start to their day, while keeping staffing needs to a minimum for owners. Along with a wide selection of healthy and hearty options like pancakes and egg white omelets, the hot breakfast now includes FRESH bacon and eggs, further elevating the brand among competitors.



EXPRESS RECHARGE

With signature choice of firm or soft pillows and a comfortable bed, guests wake up refreshed and energized.



EXPRESS ESSENTIALS

Wi-fi in public spaces, free guest room internet access and 24-hour business services allow guests to stay connected while on the road.



THE POWER SHOWER

The guest room bathroom focuses on areas that guests say really make a difference - great water pressure, quality amenities and fluffy towels.



SERVICE WHEN YOU NEED IT

The Holiday Inn Express guest likes to take control of their travel experience. We enable this by empowering staff to deliver simple pleasures in a way that is uniquely Holiday Inn Express.

DEVELOPMENT OPTIONS

Holiday Inn Express® hotels have a track record of success across different location types, including city centers, secondary city sites and airport locations. The design is adaptable to varying markets and can fit different site and market specifications. The structure devotes more than 80% of space to revenue generation, with operational efficiency that provides quality limited service with less effort by hotel staff.



DESIGN

Formula Blue
Smart Design for Smart Travel

Available for both new development and conversion projects, Formula Blue™, the brand's design solution in the U.S., Canada, and Mexico, enables speed to market and helps save costs with standardized room decor for public space and guest rooms, owner tools and resources, and a best-in-class system of support to help owners ramp up faster. The design integrates brand, physical space, organizational, and operational elements to deliver a purposeful, efficient and complete brand experience whether building, converting or renovating.



IHG® Rewards Club

The award-winning IHG® Rewards Club loyalty program is one of the largest in the hotel industry, offering members more choices to redeem points than with any other hotel loyalty program in the world. Serving over 100 million enrolled members worldwide, IHG Rewards Club is an effective tool for driving customers to IHG hotels and creating brand loyalty.

IHG® Hotels & Resorts

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