



Holiday Inn

AN IHG® HOTEL

Holiday Inn

**NEW
OPPORTUNITIES
AWAIT.**



The Brand

The Holiday Inn® brand maintains a distinctive position in the mid-scale, full-service segment by inviting all guests to experience the Joy of Travel on their terms. The brand recognizes that every trip is one full of possibility and is dedicated to helping guests create memorable moments that matter, whether they stay for business or leisure, for a night or a week. The Holiday Inn brand delivers this through services and amenities that keep guests connected, along with thoughtful, little touches that bring smiles to their faces.

The Guest

These are the top 5 characteristics that define our Contemporary Traveler:

- Relationships are central to their way of life, so they need to feel connected.
- They seek opportunities to be their true, authentic selves. Feeling welcome is key.
- Memories and moments are their currency. Experiences need to be worth remembering and sharing.
- Value is created when they feel cared for and supported, so they need engaging service and an experience that can fit to their needs.
- They crave enjoyable moments in both leisure and business and need reliable solutions to enhance their travel purpose.

Powering the Brand

Brand Recognition

Holiday Inn continues to invest in national, multi-media marketing campaigns to drive consumer demand.

IHG® Alliance

Backing of a global leading hotel company with 70 years of experience.

IHG® Reservations

In 2018, IHG grew digital (web and mobile) rooms revenue, by 13% to \$5.3 billion, affirming our long-standing investment in advanced technology.

IHG® Rewards Club

One of the industry's largest loyalty program. With more than 100 million enrolled members, members are 7x more likely to book direct and provide 21% more revenue per stay than non-members.

The Holiday Inn® brand is positioned for growth and optimized for performance.

1,179 hotels

214,624 rooms

269 pipeline

*Data as of December 31, 2018.

Holiday Inn® Attributes

Streamlined and efficient to build, the Holiday Inn® brand is designed to provide owners the flexibility and adaptability needed to fit any market without compromising quality or guest comfort.



Arrival

Creating great first impressions

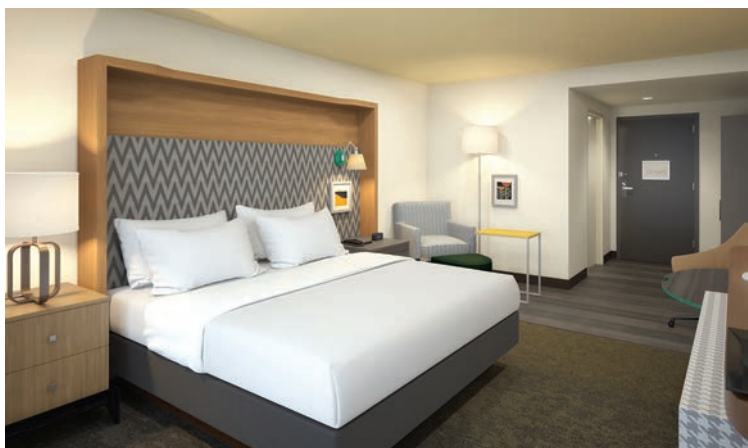
Accentuated by dramatic lighting, attractive garden planters and comfortable outdoor seating, the exterior of Holiday Inn hotels delivers a visual and sensory experience that enhances guests' arrival. Complemented by an inviting reception area and welcoming team members, Holiday Inn creates a great first impression for guests. During their stay, guests can count on dependable service culture that actively anticipates their needs to make them feel comfortable. This service commitment sets the brand apart.



Guestrooms

Comfortable, functional and personal

Designed as a flexible solution that adapts to each guests' individual needs as they change throughout their stay, allowing them to work or relax wherever and however they want and truly make the space their own. A moveable desk and more than five points of power keep guests connected and productive, a welcome nook provides easy-access storage and soft bedding, choice of pillows and blackout roller shades ensure comfortable, restful sleep.



Guest Stay

Gather and connect

An open, yet cohesive space, the Holiday Inn lobby allows guests to eat comfortably, drink, work, relax or socialize while traveling alone or with colleagues. Our signature eBar workspace, strong Wi-Fi, well positioned power outlets, and wireless printers ensure guests can stay connected and be productive. Our open lobby with nearby food and beverage, welcomes guests and locals for casual gatherings.

Formal meetings receive personalized attention and information from our team members to ensure our facilities and services comfortably accommodate guests' needs.

Dining is simple, convenient, relaxing and enjoyable. The brand offers a collection of dining concepts providing flexibility in food and beverage offerings, while standardized menus allow for consistent preparation and dependable, friendly service. The Holiday Inn brand's 24-hour fitness rooms and indoor or outdoor pools allow guests to maintain their active lifestyle or simply relax while away from home.



A great brand is built on a strong relationship with customers. The Holiday Inn® brand is modern, friendly, innovative and accessible. Every touch point is a relationship building moment.



IHG® Systems and Support

At IHG®, we have a lot to offer our franchisees. We've been a leading player in the global market for 70 years, with a targeted focus on building and operating great hospitality brands. By franchising with IHG, you will have access to industry leading systems and support, including the benefits of our global network, with integrated distribution and technology channels, and award-winning marketing programs, all of which help to drive more business to your hotel and extend your hotel's reach. We also offer personalized support and training initiatives to help maximize your revenues and fine tune your hotel for peak performance.

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 their points than 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



Three Ravinia Drive Suite 100 Atlanta, GA 30346-2149 | development@ihg.com | development.ihg.com

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