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**HOLIDAY INN COLUMBUS N-1-270 WORTHINGTON SIGNS ON FOR WORLDWIDE  
BRAND RELAUNCH**  
*Hotel among First to Feature New Sign and Brand Standards*

**Worthington, May 15, 2009** – The new Holiday Inn sign introduced in 2007 is making its way around the world. And today, the Holiday Inn Columbus N-1-270 Worthington announces this green beacon of hospitality that will light the way for visitors to Columbus/Worthington

The new sign is the seal of approval that this hotel exemplifies the standards of the \$1 billion Holiday Inn brand relaunch program established to create a more contemporary brand image, increase quality and drive consistency. Holiday Inn Columbus N-1-270 Worthington is the FIRST in Columbus 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 12,000 signs by the end of 2010,” said John Merkin, Senior Vice President of Holiday Inn Brands in Americas. “And with the addition of Holiday Inn Columbus N-1-270 Worthington we are off and running on our journey to make every Holiday Inn hotel as great as our best one.”

**Elements of the Holiday Inn brand relaunch 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.

Refreshed Guest Room

New bedding that redefines the look and feel of each guest room with fresh, white triple-sheeting and pillows that come in two comfort levels: “soft” and “firm.” An enhanced bathroom that features an improved showerhead offering superior pressure, as well as a signature shower curtain with curved rod and new amenities to deliver a consistent bath experience that feels fresh and contemporary.

Warm Welcome

**-more-**

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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 promotes 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.

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

The 232-room hotel offers such business conveniences as 16,000 square feet of meeting/banquet space, full service catering, Connections Café serving breakfast, lunch and dinner, and business center. Other amenities include heated indoor pool, fitness center and high speed wireless internet in all guest rooms and public areas at no cost.

The Holiday Inn Columbus N-1-270 Worthington has five sales professionals which can assist in booking everything from a board meeting for 20 people to a wedding reception with 250 guests.

The Holiday Inn Columbus N-1-270 Worthington has great locations to Route 23, Route 315, I-270 and I-71 making it a great location for Worthington, Dublin, and North West Columbus businesses to set locally negotiated rates for when they have guests coming into visit with their offices.

Standard Holiday Inn guest room accommodations feature comfortable double, queen or king-sized beds, a sitting area with a lounge chair, cable television, hairdryer, coffee maker, iron and ironing board. For the business traveler, guest rooms provide a work desk and ergonomic chair, complimentary high speed Internet access, data ports, complimentary USA Today newspapers, and in-room check-out capabilities.

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The Holiday Inn Columbus N-1-270 Worthington, which is managed by Alliance Hospitality Inc ([www.alliancehospitalityinc.com](http://www.alliancehospitalityinc.com)) is located at 7007 N. High Street, Worthington, Oh 43085.

Telephone: 614-436-0700; Facsimile: 614-436-5318.

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

*InterContinental Hotels Group (IHG) [LON:IHG, NYSE:IHG (ADRs)] 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 recognized 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 program, 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.*

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