

HOLIDAY INN FACT SHEET



Holiday Inn

www.holidayinn.com



KEMMONS WILSON
Holiday Inn, Founder



OVERVIEW

One of the world's most recognized hotel brands with a global reputation for service, comfort and value.

Holiday Inn offers today's business and leisure travellers dependability, friendly service and modern attractive facilities at excellent value and at convenient locations throughout the world. Since 1952 Holiday Inn Hotels and Resorts have provided the services business travellers need, while also

offering leisure travelers a comfortable, casual atmosphere where they can relax.

And now, a global Relaunch of the Holiday Inn brand family is underway and expected to be complete by the end of 2010. The Relaunch will ensure consistency, an increased level of quality and service, and a new, more contemporary brand identity at all Holiday Inn hotels around the world.

REGIONAL ROUND-UP

AMERICAS

920 HOTELS

168,777 ROOMS

263 HOTELS IN THE PIPELINE

EUROPE, MIDDLE EAST & AFRICA

332 HOTELS

53,039 ROOMS

50 HOTELS IN THE PIPELINE

ASIA PACIFIC

101 HOTELS

27,875 ROOMS

74 HOTELS IN THE PIPELINE

HISTORY

- 1952 Holiday Inn founded by Kemmons Wilson in Memphis, Tennessee.
- 1967 Holiday Inn Leiden opens in the Netherlands, the first Holiday Inn to open in EMEA.
- 1984 Opening of China's first international hotel, the Holiday Inn Lido Beijing.
- 1988 Bass acquires Holiday Inns International.
- 1990 Bass acquires the remaining North American Holiday Inn business.
- 1995 Holiday Inn Worldwide goes live on the internet and becomes the first hotel company to offer direct booking capability.
- 2004 The first 'next-generation Holiday Inn' opens in Gwinnett County, Georgia, U.S. and sets the standard for Holiday Inn properties to come.
- 2007 Holiday Inn launches a new style prototype hotel in EMEA, offering increased quality and comfort for guests, whilst reducing build costs by 25% and bringing a higher return on investment for owners.
- 2007 IHG announces plans for a \$1 billion Relaunch of the Holiday Inn brand family.
- 2008 First Holiday Inn hotels road-test the brand Relaunch programme changes.
- 2008 First Holiday Inn signed in Vietnam.
- 2009 Holiday Inn Pudong Nanpu opened as the 100th Holiday Inn in Asia Pacific.

DID YOU KNOW?

- 100 million guest nights every year globally.
- Around the world, **three** people check into a Holiday Inn **every second**.
- **9 out of 10** travellers have **stayed at a Holiday Inn** – more than any other brand.
- Around the world, **we're opening a hotel a day** and signing two.



Holiday Inn

'The **best time to change** is when you're **winning**'

Andy Cosslett – CEO IHG



WE HAVE
249,691
ROOMS GLOBALLY

WE HAVE
1,353
HOTELS GLOBALLY

WE HAVE
387
HOTELS IN THE PIPELINE