

CROWNE PLAZA FACT SHEET

www.crowneplaza.com



An upscale brand in major urban centres, gateway cities and resort destinations offering business travellers high levels of comfort, service and amenities.

Crowne Plaza Hotels & Resorts is a dynamic hotel brand currently located in more than 50 countries around the world. Truly international, Crowne Plaza offers

premium accommodation, designed for the discerning business and leisure traveller who appreciates simplified elegance combined with the practicality of the latest features, as well as value for money. At Crowne Plaza, guests can enjoy a 24-hour business service, wireless high speed internet access in the lobby plus fitness and leisure facilities.



REGIONAL ROUND-UP

AMERICAS

199 HOTELS

54,975 ROOMS

38 HOTELS IN THE PIPELINE

EUROPE, MIDDLE EAST & AFRICA

91 HOTELS

21,225 ROOMS

25 HOTELS IN THE PIPELINE

ASIA PACIFIC

70 HOTELS

22,892 ROOMS

65 HOTELS IN THE PIPELINE

HISTORY

- 1983** The first Holiday Inn Crowne Plaza is opened in Rockville, Maryland, U.S.
- 1994** Crowne Plaza Hotels & Resorts is established as a separate brand in the Americas.
- 1995** Crowne Plaza Hotels & Resorts launches new Internet site featuring virtual reality technology.
- 1999** Crowne Plaza opens first European resort in Madeira, Portugal.
- 2002** 'The Place to Meet' campaign is launched, establishing the brand as the ideal hotel choice for small to mid-sized business meetings.
- 2004** Introduction of the 'Sleep Advantage' programme to all hotels in North America – an industry leading approach to ensure that guests experience a good nights sleep.
- 2005** Introduction of the 'Body and Soul' health-focused in-room dining concept across all hotels in Australia and New Zealand.
- 2007** Crowne Plaza Hotels & Resorts opens 'The Place to Meet Island in Second Life' to meet the need for private, independent meeting spaces in the virtual world.
- 2008** Nine co-branded ANA Crowne Plaza hotels in Japan by end 2008.
- 2008** Crowne Plaza Beijing Zhongguancun opened as IHG's **100th hotel in China**.
- 2009** First Crowne Plaza signed in Taiwan – **Crowne Plaza Kaohsiung E-Da World**.

DID YOU KNOW?

- Crowne Plaza Changi Airport ranked by Forbes Traveler as among the world's Best Airport Hotels and ranked by Conde Nast Traveller as one of the hot list hotels in 2009.
- Crowne Plaza tops the list of **Lodging Hospitality** magazine's 10 Growth Chains for 2009.



WE HAVE
99,092
ROOMS GLOBALLY

WE HAVE
360
HOTELS GLOBALLY

WE HAVE
128
HOTELS IN THE PIPELINE