

HOLIDAY INN EXPRESS FACT SHEET



www.hiexpress.com



OVERVIEW

A fresh, clean, uncomplicated hotel choice offering comfort, convenience and good value.

Holiday Inn Express offers convenient locations throughout the world and competitive rates for both business and leisure travellers. All hotels feature complimentary breakfast, comfortable rooms, a signature shower experience and high speed internet*.

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 improve quality and service levels, and drive consistency, creating a new, more contemporary brand image at all Holiday Inn Express hotels around the world.

* Free at all hotels in Americas and Asia Pacific.

REGIONAL ROUND-UP

AMERICAS

1,828 HOTELS

156,487 ROOMS

512 HOTELS IN THE PIPELINE

EUROPE, MIDDLE EAST & AFRICA

193 HOTELS

22,741 ROOMS

46 HOTELS IN THE PIPELINE

ASIA PACIFIC

26 HOTELS

6,464 ROOMS

28 HOTELS IN THE PIPELINE

HISTORY

- 1991** Holiday Inn Express is launched in the U.S.
- 1996** Express by Holiday Inn is launched in Europe in Strathclyde, Scotland.
- 1996** Holiday Inn Express grows from 0 to 500 properties opening a new hotel every four days on average.
- 2003** Express Start® breakfast bars are rolled out across all 1,250 U.S. properties in less than 3 months, featuring Smart Roast® coffee and a cinnamon roll developed exclusively for the brand.
- 2004** Holiday Inn Express SimplySmart™ is launched in the U.S. across more than 1,300 properties to enhance guests' overall bath experience.
- 2006** Holiday Inn Express SimplySmart™ bedding collection is launched in the U.S., Canada and Mexico across more than 1,400 properties.
- 2006** Launched hotel franchising programme for Holiday Inn Express in China.
- 2007** IHG announces plans for a \$1 billion relaunch of the Holiday Inn brand family.
- 2008** Holiday Inn Express launched an updated Express Start® breakfast bar in the Americas.
- 2008** Opened first Holiday Inn Express in Taiwan and signed first one in Bangkok.
- 2008** First Holiday Inn Express hotels road-test the brand relaunch programme.

DID YOU KNOW?

- The complimentary Express Start® breakfast bar, represented the most rapid food and beverage implementation in the hospitality industry. Available at more than 1,600 hotels in the U.S.
- Holiday Inn Express is one of the **fastest growing hotel brands** in the industry, opening on average two hotels a week.



So far we've relaunched **1,400 hotels** – more than there are Hilton or Marriott branded hotels in the world!



WE HAVE
185,692
ROOMS GLOBALLY

WE HAVE
2,047
HOTELS GLOBALLY

WE HAVE
586
HOTELS IN THE PIPELINE