



## FOR IMMEDIATE RELEASE

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**IHG ANNOUNCES OPENING OF \$14 MILLION HOLIDAY INN® HOTEL  
IN INDIANAPOLIS AIRPORT AMERIPLEX**  
*\$14 million “Next-Generation” Holiday Inn® to feature new sign and brand standards  
as part of the worldwide brand relaunch*

**Indianapolis** (March 10, 2015) – IHG (InterContinental Hotels Group) [LON:IHG, NYSE:IHG (ADRs)], one of the world's leading global hotel companies, today announced the opening of the 122-room Holiday Inn® [Indianapolis Airport](#). The hotel is hiring 50 employees ranging from Food Server, Room Attendants, and Guest Services Representatives.

The property is based on the Holiday Inn brand's “Next-Generation” prototype. The Holiday Inn brand family's \$1BN global brand relaunch, the largest project of its kind in hospitality history, continues to drive increased quality and consistency across the global portfolio. The new hotel will feature a contemporary image with emphasis on arrival and welcome services, guestroom and guest bath comfort and a redesigned logo and signage.

The relaunch focuses on the things research shows matter most to guests - a modern, contemporary hotel with efficient, friendly service and a great night's sleep. All Holiday Inn employees also go through an extensive "Stay Real" training program to ensure guests receive the level of service they expect.

The 82,000 sq.-ft. [Holiday Inn Indianapolis Airport](#) was developed to be more efficient to build, operate and maintain. It features a contemporary, innovative design that provides accessible comfort and sets new standards for business travelers and families alike. There are currently more than 60 Holiday Inn hotels operating in the Americas in the “Next-Generation” prototype design.

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“We are proud to welcome the Holiday Inn Indianapolis Airport to the Holiday Inn brand family,” said Heather Balsley, senior vice president, Brand Management, the Holiday Inn brand family, the Americas, IHG. “This hotel is among the over 1,200 properties worldwide which represent the new face of a brand that is redefining guest comfort and convenience in cities across America, and Indianapolis is a market where we believe this new Holiday Inn hotel will thrive.”

The hotel has an on-site restaurant and bar, “Burger Theory.” This new offering from the Holiday Inn® Brand is rustic yet chic designed to be a lively, casual, eating and drinking experience with the bar as the central attraction. This is a new “Concept” for the Holiday Inn brand. The Holiday Inn Indianapolis Airport is only the third hotel to have “Burger Theory.” It features eight draft beers and 24 bottle options with regional and local craft brews, along with a great selection of wine and cocktails. The centralized bar adds a social aspect to the restaurant, with music infusing just the right amount of energy and TV’s that can be seen from virtually any seat. Our friendly and knowledgeable waiters and bartenders are excited to welcome guests to the area, recommend a refreshing beverage and suggest a delicious food item from the menu. The “Concept” is best known for its fresh house-made burgers, utilizing a proprietary grind of USDA Certified Angus Beef. Select from our variety of specialty burgers or customize your own with wide choice of proteins, tasty toppings and buns, freshly prepared with care by our chefs. There are plenty of other great culinary options including savory starters, freshly crafted salads and our 1/4lb hot dog. You can complete your meal with a signature house-made mini-dessert, served in individual mason jars. And throughout the meal, our warm “guests-come-first”, professional staff takes pride in making all – families, business travelers and groups – feel welcome while serving their meals with a smile. This is a drinking and dining experience that’s tasty, social, relaxing – and fun! Room Service Right...On Time™, also a standard at all Holiday Inn hotels, ensures that guests’ room service orders are accurate and delivered on time, every time.

The hotel design will create a residential atmosphere that is warm, trend-forward and comfortable, and will feature a natural, fresh color palette punctuated by pops of energetic colors. Guest beds will be made using crisp, white bedding with pillows that come in two comfort levels: “soft” and “firm.” And the bathrooms will include a specially designed showerhead that offers superior pressure, as well as a signature shower curtain with curved rod and new amenities.

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The residential design includes business-focused necessities like an ergonomic work station, data ports, complimentary USA TODAY® newspapers, and complimentary high speed Internet access in guest rooms. In addition, each room will have the comfortable queen or king-sized pillow top beds, a sitting area with a lounge chair, DirectTV television with a wide selection of channels, hairdryer, coffee maker, iron and ironing board.

The Holiday Inn [Indianapolis Airport](#) will also offer a variety of other amenities such as 24-hour complimentary shuttle service to and from IND-Airport, fitness center and pool, morning and evening room service, complimentary high-speed internet access, LCD HDTVs with capability to play wirelessly on the TV what is on guests' phones-computers-other personal devices in their guest rooms, and a hospitality center with refrigerator and microwave. The large open lobby includes a sweet shop. Directly off the lobby is a spacious patio area with a fire pit and televisions to relax and enjoy your favorite food or beverage. There is 3,800-sq. ft. of function space, available for business meetings and banquets, that include the most up to date AV systems.

Conveniently located off I-70 in the Ameriplex Business Park, the property is only 15 minutes from downtown Indianapolis with convenient access to I-465. Shopping and entertainment can be found nearby at the upscale outdoor [Metropolis Mall](#) located in Plainfield. Guests can enjoy downtown attractions, including [Circle Centre Mall](#), [Indianapolis Children's Museum](#), [Lucas Oil Stadium](#), [Bankers Life Fieldhouse](#), and [Indianapolis Zoo](#). Or, if you prefer waterpark fun, the [Plainfield Aquatics Center](#) is nearby.

"A home-away-from-home for generations of travelers, Holiday Inn has always represented quality and comfort, and this new hotel takes the Holiday Inn experience to a whole new level," said Zachary Donofrio, general manager. "We're proud to be a part of the next generation of Holiday Inn.

Holiday Inn Hotels and Resorts participates in IHG's guest loyalty program, Priority Club® Rewards. The industry's first and largest guest loyalty program has 71 million members. Priority Club Rewards membership is free and guests can enroll by logging on at

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[priorityclub.com](http://priorityclub.com), by calling 1-888-211-9874 or by inquiring at the front desk of this hotel or any of IHG's more than 4,600 hotels worldwide.

The Holiday Inn Indianapolis Airport, owned locally by Ameriplex, LLC, whose principal partners are Greg Schahet, Jeffrey Brown, Chris Wilkes, and John Phair. It is also managed by Schahet Hotels based in Indianapolis, and is franchised by an affiliate of IHG. It is located at 8555 Stansted Road Indianapolis, IN 46241, directly . For reservations please email Area Director of Sales, Genny Pickle, at [gpickle@schahethotels.com](mailto:gpickle@schahethotels.com) or call 317/856-6200.

### **About the Holiday Inn hotels**

With over 1,200 hotels worldwide, the Holiday Inn® brand is the most widely recognized lodging brand in the world. In fact, the Holiday Inn brand was one of the first international hotel brands to establish a presence in China in 1984. The Holiday Inn brand provides the services that business travelers need, while also offering a comfortable atmosphere where all people can relax and enjoy amenities such as restaurants and room service, swimming pools, fitness centers and comfortable lounges. The casual atmosphere and amenities such as meeting and on-site business facilities, Kids Eat and Stay Free programs, and KidSuites rooms at every Holiday Inn Resort hotel demonstrates the long-standing commitment of the Holiday Inn brand to serving travelers and have helped to establish the brand as "America's Favorite Hotel." And now, the Holiday Inn brand has been ranked "Highest in Guest Satisfaction Among Mid-scale Full Service Hotel Chains", according to the J.D. Power and Associates 2011 and 2012 North America Hotel Guest Satisfaction Index Study<sup>SM</sup>. For more information about Holiday Inn and Holiday Inn Resort, including IHG's vacation resort brand Holiday Inn Club Vacations, or to book reservations, call 1-800-HOLIDAY or visit [www.holidayinn.com](http://www.holidayinn.com). Find us on Twitter <http://www.twitter.com/holidayinn> or Facebook [www.Facebook.com/holidayinnhotels](http://www.Facebook.com/holidayinnhotels)

### **About Schahet Hotels**

Founded in 1962 by Sam Schahet, Schahet Hotels, Inc. is a driven hotel management company committed to living the hospitality culture that excels in associate development, guest experiences and investor returns. Based out of Indianapolis, Schahet Hotels manages the following hotels: Hilton Garden Inn Indianapolis Airport, Hampton Inn and Suites Indianapolis Airport, Hampton Inn Carmel-Indiana, Hampton Inn Downtown Indianapolis, Wingate by Wyndham Northwest Indianapolis, Hampton Inn Northwest Indianapolis, Holiday Inn Express Northwest Indianapolis, Residence Inn by Marriott Northwest Indianapolis, Hampton Inn Downtown Schenectady-New York, and soon to open DoubleTree by Hilton Schenectady-New York. To learn more about Schahet Hotels, Inc. and their other managed properties and/or consulting services, visit [www.schahethotels.com](http://www.schahethotels.com).

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### **Notes to Editors:**

*IHG (InterContinental Hotels Group) [LON:IHG, NYSE:IHG (ADRs)] is a global organization with nine hotel brands including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites®, Candlewood Suites®, EVEN™ Hotels and HUALUXE™ Hotels & Resorts. IHG also manages Priority Club® Rewards, the world's first and largest hotel loyalty program with over 71 million members worldwide.*

*IHG franchises, leases, manages or owns over 4,600 hotels and more than 675,000 guest rooms in nearly 100 countries and territories. With more than 1,000 hotels in its development pipeline, IHG expects to recruit around 90,000 people into additional roles across its estate over the next few years.*

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*InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. Visit [www.ihg.com](http://www.ihg.com) for hotel information and reservations and [www.priorityclub.com](http://www.priorityclub.com) for more on Priority Club Rewards. For our latest news, visit [www.ihg.com/media](http://www.ihg.com/media), [www.twitter.com/ihg](http://www.twitter.com/ihg), [www.facebook.com/ihg](http://www.facebook.com/ihg) or [www.youtube.com/ihgplc](http://www.youtube.com/ihgplc).*