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## Overview: Holiday Inn Express®


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

Holiday Inn Express (or Express by Holiday Inn® as it is known in Europe, Middle East, Africa and Asia Pacific) is one of the fastest growing hotel brands in its segment. Holiday Inn Express offers competitive rates for both business and leisure travellers. All hotels are limited service and feature complimentary breakfast, a clean fresh room and Priority Club® Rewards benefits.

## History

- 1991 Holiday Inn Express is launched in the USA
- 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 US 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 1300 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.

## Regional round-up

Americas	Europe, Middle East & Africa	Asia Pacific
<p>Holiday Inn Express began the roll out of The Simply Smart™ bedding collection to more than 1,400 North American properties. The essence of Simply Smart bedding is triple sheeting, which creates a softer feeling, more inviting bed for guests. Simply Smart is comprised of a decorative top sheet, a medium-weight duvet blanket and soft 200 thread-count sheets. The duvet blanket is sandwiched between two top sheets for added plushness. In addition, the cozy, new sheets are complemented by four pillows, available in two comfort levels: "Soft" and "Firm."</p>	<p><b>Express by Holiday Inn voted 'Best Budget' hotel chain</b></p>  <p>Express by Holiday Inn has won this award 6 times since 2000</p> <p>Express by Holiday Inn Best Budget Hotel Chain</p> <p>EXPRESS SUCCESS - Express by Holiday Inn celebrates 10 years in Europe this year</p>	<p>IHG's first new-generation Express by Holiday Inn hotel in mainland China opened in Shanghai in October. Express by Holiday Inn Putuo Shanghai has 237 guest rooms and is located close to an express city train station and a major shopping mall.</p> <p>Express by Holiday Inn Causeway Bay Hong Kong has been named Best Budget Hotel at the TTG Asia Awards.</p>
<p><b>1,483 hotels</b>  <b>121,397 rooms</b>  <b>478 hotels in the pipeline</b></p>	<p><b>169 hotels</b>  <b>17,793 rooms</b>  <b>43 hotels in the pipeline</b></p>	<p><b>5 hotels</b>  <b>1,016 rooms</b>  <b>10 hotels in the pipeline</b></p>

As at 30<sup>th</sup> September 2006

## Did you know...?

- The complimentary Express Start breakfast bar, which debuted at each of the more than 1,250 Holiday Inn Express properties across the United States in just three months, represented the most rapid food and beverage implementation in the hospitality industry
- Holiday Inn Express is one of the fastest growing hotel brands in the industry, opening on average two hotels a week

<p>Globally  <b>140,206</b>  rooms</p>	<p>Globally  <b>1,657</b>  hotels</p>	<p>Globally  <b>531</b> hotels  in the pipeline</p>
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