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## IHG ANNOUNCES NEW HOLIDAY INN EXPRESS® HOTEL IN HALIFAX-BEDFORD, NOVA SCOTIA

*Hotel opens following major renovation*

**HALIFAX (March 22, 2016)** – InterContinental Hotels Group ([IHG](#)), one of the world’s leading hotel companies, today announces the opening of the newly-renovated 113-room [Holiday Inn Express® & Suites Halifax-Bedford](#) hotel in Halifax, Nova Scotia, Canada. This hotel joins the [Holiday Inn® Halifax Harbourview](#) and [Holiday Inn Express & Suites Halifax Airport](#) hotels already nearby. Located near major attractions including the BMO Centre, IBM Innovation Centre, Canada Games Centre, World Trade & Convention Centre, Bayer's Lake Park and Mount St. Vincent University, this hotel is expected to become a top choice for business, sports, government and leisure travellers in the Halifax area.

**Jennifer Gribble, Vice President, Holiday Inn Express® Brand, IHG, said:** “Holiday Inn Express is one of the most widely recognized lodging brands in the world, and we’re pleased to add this hotel in the Halifax-Bedford area to our family. The Holiday Inn Express brand continues to expand its presence in the Canadian market, delivering a special kind of hospitality that makes guests feel at home the moment they walk through the door.”

The Holiday Inn Express brand is the smart choice for travellers seeking a hotel that will help them rest and go while staying productive, delivering exactly what they need and nothing they don’t. The 2,425 Holiday Inn Express hotels worldwide offer a simple and efficient stay through the uncomplicated yet personal service travellers expect from the brand.

The hotel was renovated using the brand’s new design solution, which was created to meet the evolving needs of the brand’s target guest who is looking for a simple, smart travel experience. The design features an appealing combination of fresh, energetic and engaging elements, creating a distinctive style that is evident at every touch point of the Holiday Inn Express brand experience.

The hotel features an indoor heated pool with an 80 foot waterslide, whirlpool, 24-hour fitness center, 24-hour business center and 2,000 square feet of meeting space that can comfortably accommodate up to 250 people. Guestrooms feature contemporary styling, comfortable queen, king-sized or two queen beds, a sitting area with a lounge chair and an in-room coffee machine featuring complimentary Smart Roast™ 100% Arabica coffee.

For guests' comfort, the spacious newly-renovated rooms are equipped with fridges and microwaves. The hotel's 22 suites also have a separate living room with a pullout sofa.

The complimentary Express Start™ breakfast bar offers a full range of breakfast items, including a variety of healthy options: Oikos® yogurt, whole wheat English muffins, Kellogg's® breakfast cereals, Quaker® oatmeal flavors in cups and a toppings bar for yogurt, cereal and pancakes. Additionally, the breakfast bar continues to offer a wide variety of other hot and cold options including a rotation of egg and meat selections, biscuits, fruit, the brand's proprietary cinnamon roll and Smart Roast coffee.

**Anil Taneja, President, Palm Holdings said:** "In each room, we wanted to provide our guests with a fresh and inviting atmosphere by featuring natural colours and a contemporary style that blend together perfectly. We are excited to be one of the first in Canada to showcase the Holiday Inn Express brand's new design. As with many of Palm Holdings' hotels, we expect this to be an award-winning hotel and a preferred accommodation supplier in the Halifax region."

**Ross Jefferson, President and CEO, Destination Halifax said:** "We are delighted with today's announcement of the opening of the newly-renovated Holiday Inn Express & Suites hotel located in Halifax. Overall visitation to Halifax has been steadily increasing, and we have been experiencing a significant period of growth in all of our markets. This new hotel will provide a wonderful choice for guests to our city."

The hotel, located at 980 Parkland Drive, Halifax, Nova Scotia, is 15 minutes from Halifax Stanfield International Airport and downtown Halifax. The property is owned by Palm Holdings and managed by Palm Hospitality. The Holiday Inn Express brand is part of IHG's diverse family of brands in nearly 100 countries and territories. The scale and diversity of the IHG family of

brands means that its hotels can meet guests' needs whatever the occasion – whether an overnight getaway, a business trip, a family celebration or a once-in-a-lifetime experience. Reservations can be made by calling 1-800-HOLIDAY or by going to [IHG.com/HolidayInnExpress](http://IHG.com/HolidayInnExpress). The Holiday Inn Express brand participates in IHG® Rewards Club. The industry's first and largest [hotel rewards](#) program is free, and guests can enroll at [IHGRewardsClub.com](http://IHGRewardsClub.com), by downloading the [IHG® App](#), by calling 1-888-211-9874 or by inquiring at the front desk of any of IHG's more than 5,000 hotels worldwide. The hotel also participates in [IHG Green Engage®](#) and offers unique programs to ensure sustainability.

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### **About the Holiday Inn Express® brand**

Holiday Inn Express® hotels are modern hotels for value-oriented travellers. Fresh, clean and uncomplicated, Holiday Inn Express hotels offer competitive rates for both business and leisure travellers. Guests Stay Smart® at Holiday Inn Express hotels where they enjoy a free hot Express Start™ breakfast bar with new healthier offerings, free high-speed Internet access and free local phone calls (U.S. and Canada only). There are currently over 2,425 Holiday Inn Express hotel locations around the globe. For more information about Holiday Inn Express hotels or to book reservations, visit [www.ihg.com/holidayinnexpress](http://www.ihg.com/holidayinnexpress). Find us on Twitter <http://www.twitter.com/hiexpress> or Facebook [www.Facebook.com/holidayinnexpress](http://www.Facebook.com/holidayinnexpress).

### **About Palm Holdings**

Palm Holdings is an international hospitality and commercial development company specializing in acquiring, improving and managing hotels across North America and the United Kingdom. The family-controlled company offers a wide range of business services including [Palm Hospitality](#), an international hotel management and consultancy company; [Palm Construction](#) specializing in capital improvements, new developments and retrofits for hotels; as well as [Palm Ventures](#), an equity services firm dedicated to acquiring and holding hospitality related real estate. Palm Holdings is one of the fastest growing hospitality firms with a portfolio spanning across three countries in the United States, Canada and the United Kingdom.

For more information about Palm Holdings please contact Paul Sutton at [Paul@palm-holdings.com](mailto:Paul@palm-holdings.com). For hotel sales and marketing related questions, please contact Marie-France Bergeron at [marie-france@palm-holdings.com](mailto:marie-france@palm-holdings.com)

### **Notes to Editors:**

*[IHG® \(InterContinental Hotels Group\)](#) [LON:IHG, NYSE:IHG (ADRs)] is a global organisation with a broad portfolio of hotel brands, including [InterContinental® Hotels & Resorts](#), [Kimpton® Hotels & Restaurants](#), [HUALUXE® Hotels and Resorts](#), [Crowne Plaza® Hotels & Resorts](#), [Hotel Indigo®](#), [EVEN™ Hotels](#), [Holiday Inn® Hotels & Resorts](#), [Holiday Inn Express®](#), [Staybridge Suites®](#) and [Candlewood Suites®](#).*

*IHG franchises, leases, manages or owns more than 5,000 hotels and 744,000 guest rooms in nearly 100 countries, with more than 1,300 hotels in its development pipeline. IHG also manages [IHG® Rewards Club](#), the world's first and largest hotel loyalty programme with more than 92 million members worldwide.*

*[InterContinental Hotels Group PLC](#) is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. More than 350,000 people work across IHG's hotels and corporate offices globally.*

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