

Relax, It's Holiday Inn®

As the most recognized name in the hospitality industry, Holiday Inn® is more than a hotel—it's an American icon. Our relationship with travelers is generations strong, reinforced by the sense of unconditional welcome they feel each time they drive under the familiar green Holiday Inn sign.

At Holiday Inn, we've maintained our leadership of the midscale market by providing travelers with what matters most—comfortable rooms where they can stay connected to work and home, get a good night's sleep, and have the chance to relax with family and friends before getting back on the open road.

Each night, we proudly host more than a quarter of a million guests, making Holiday Inn one of the most popular and profitable full-service hotel brands in the midscale market, backed with the full support of one of the most respected and experienced hotel companies in the world—InterContinental® Hotels Group.





Everyday Heroes

When Kemmons Wilson opened the first Holiday Inn hotel on August 1, 1952, he was appealing to people like himself—hard working folks seen as “Everyday Heroes” in their communities and by their families.

Wilson wanted to create a brand that would give these people the straightforward value they were looking for—and maybe a little more. Innovations such as swimming pools and air-conditioned guestrooms have become industry standards.

Throughout its history, core values like integrity, community and tradition have resonated with the customer base of Holiday Inn hotels, which—at 40 million people—is the most loyal in the hospitality industry.*

Marketing Support

As part of the world’s most recognized hotel system, you will benefit not only from our firmly established brand identity, but also from the millions of dollars InterContinental Hotels Group invests annually, promoting Holiday Inn through proven channels such as television and print advertising, billboards and national promotions.

You’ll also benefit from established Holiday Inn Hallmarks. Among our more famous:

- **Kids Eat & Stay Free**
- **Best-4-Breakfast®**
- **Room Service Right...On Time™**
- **Miles for MeetingsSM**
- **KidSuites®**

Holiday Inn® enjoys the highest guest loyalty of any midscale hotel brand. More people stay at Holiday Inn than any other hotel brand in the world.

*Source: Millward Brown—Brand Health Study, Wave 1, 2003.