

HOTEL PROFILE:



Holiday Inn offers today's business and leisure travellers dependability, friendly service and modern attractive facilities at excellent value. You'll find them throughout the world – in small towns and major cities, along quiet roadways and near bustling airports – because full-service Holiday Inn hotels are always conveniently located. Since 1952 Holiday Inn Hotels and Resorts have provided the services business travellers need, while also offering leisure travellers a comfortable, casual atmosphere where they can relax and enjoy amenities such as restaurants, room service, swimming pools, fitness centres and comfortable lounges.

Holiday Inn is a globally recognized hotel brand, which owns over 400,000 rooms in 3,125 hotels worldwide. The chain was instituted in 1952 in Memphis, Tennessee, by a local constructor Kemmons Wilson who offered reasonable accommodation for travelers in the US. Holiday Inn is currently owned by InterContinental Hotels Group.

DESIGN ELEMENTS AND HISTORY OF HOLIDAY INN LOGO

The earliest Holiday Inn logo was created in 1952. It featured the company name “Holiday Inn” in a slightly italic and modernistic approach. It was used until October 2007.

In October 2007, Holiday Inn declared that it would launch a fresh logo for the corporation. The new logo still retains the green color scheme. The “Holiday Inn” font occupies the major portion of the logo, and is currently displayed at the bottom of the logo with an attractive font style. The text has been replaced with the fashionable letter ‘H’. The Holiday Express logo was also modified in the same year.

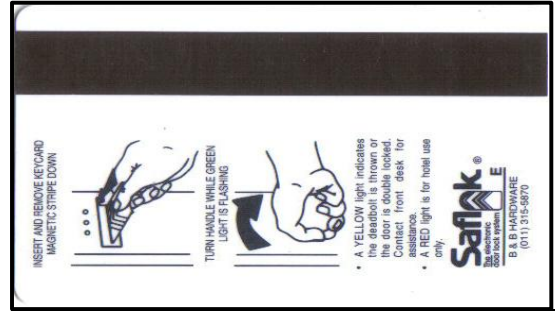
Proprietors and franchisees planned to invest \$1 billion in a three years time to deliver the brand inauguration, and to maintain the quality and services provided. The owners of Holiday Inn reportedly made alterations related to the new logo by spending about \$150,000 per hotel for bedding, shower rods and landscaping.

Holiday Inn is a multinational brand of hotels, part of the British-based InterContinental Hotels Group (IHG). Originally a U.S. motel chain, today it is one of the world's largest hotel chains, with 434,357 bedrooms in 3,414 hotels globally hosting over 100 million guest nights each year.

DK - 1



The Holiday Inn - DK 1 - Front

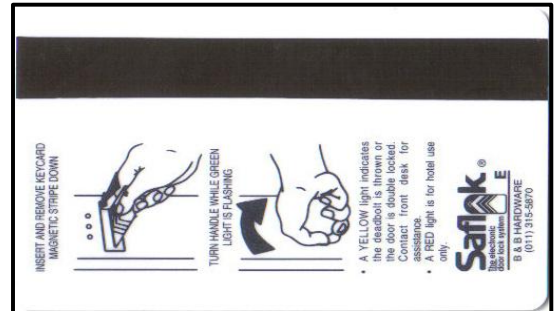


The Holiday Inn - DK 1 - Obverse

DK - 1A



The Holiday Inn - DK 1A - Front

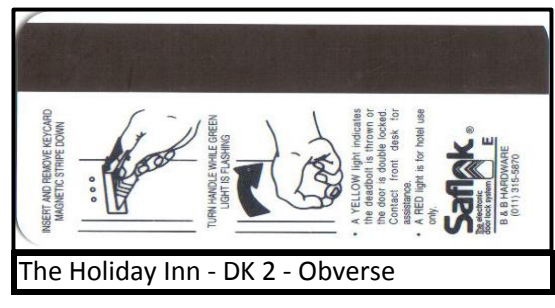


The Holiday Inn - DK 1A - Obverse

DK - 2



The Holiday Inn - DK 2 - Front

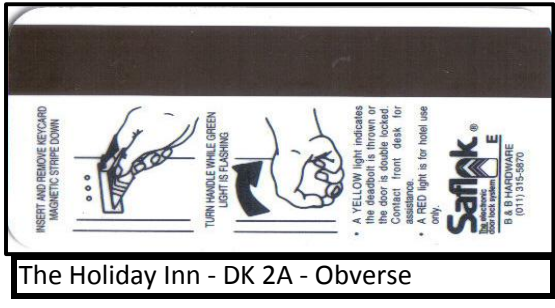


The Holiday Inn - DK 2 - Obverse

DK - 2A



The Holiday Inn - DK 2A - Front

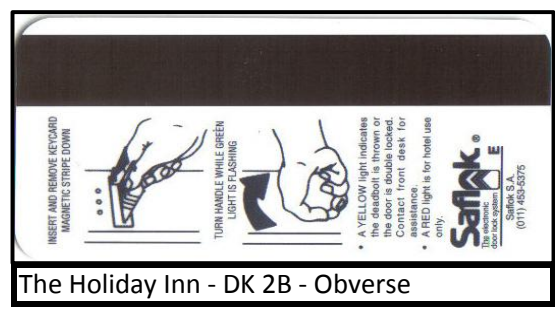


The Holiday Inn - DK 2A - Obverse

DK - 2B



The Holiday Inn - DK 2B - Front

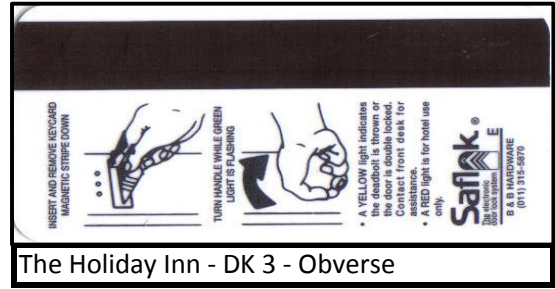


The Holiday Inn - DK 2B - Obverse

DK - 3



The Holiday Inn - DK 3 - Front

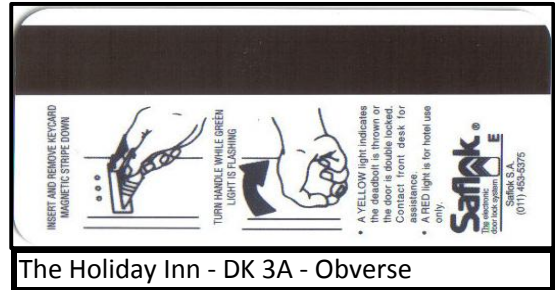


The Holiday Inn - DK 3 - Obverse

DK - 3A

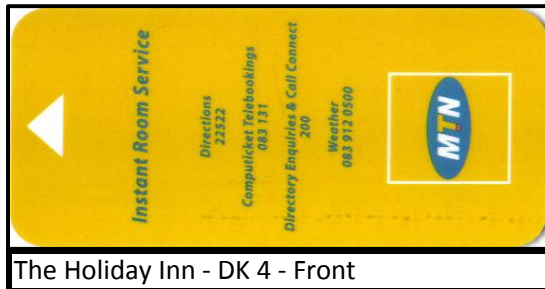


The Holiday Inn - DK 3A - Front

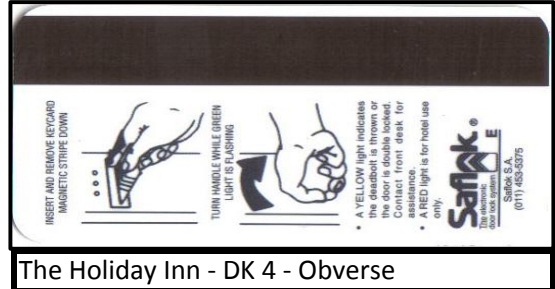


The Holiday Inn - DK 3A - Obverse

DK - 4



The Holiday Inn - DK 4 - Front

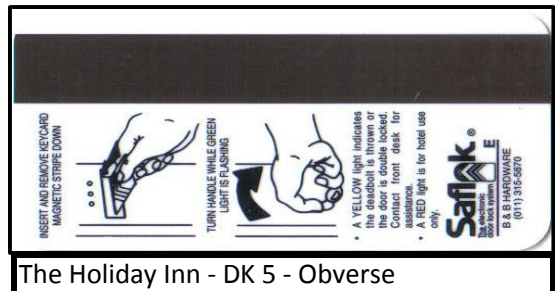


The Holiday Inn - DK 4 - Obverse

DK - 5

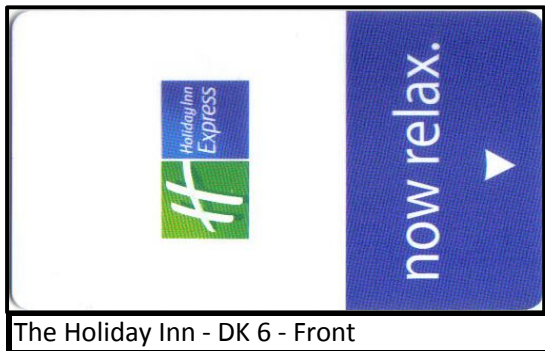


The Holiday Inn - DK 5 - Front

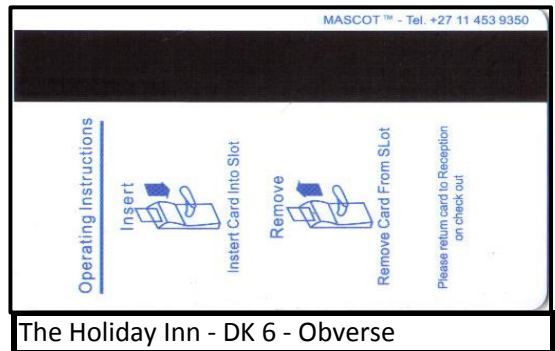


The Holiday Inn - DK 5 - Obverse

DK - 6



The Holiday Inn - DK 6 - Front



The Holiday Inn - DK 6 - Obverse