



FOR IMMEDIATE RELEASE

Orlando Visitors Finding Value and Fun in a Brand New Resort

*The New Holiday Inn in the WALT DISNEY WORLD® Resort
Loads of Free Amenities including transportation to Disney Theme Parks*

ORLANDO, Fla. “When visitors to Orlando discover our new Holiday Inn in the Walt Disney World® Resort, they tell us how happy - and amazed - they are at the value we offer,” said Tony Johnson, regional vice president of operations and general manager of the 323-room hotel.

“Though we offer all the amenities of a resort, there is no resort fee. Our heated, beach-entry pool, 24 hour fitness center and transportation to all the Disney theme parks are included in the room rate. So are local and toll-free calls. Our focus is guest comfort so every one of our large, quiet guestrooms has triple sheeting, quality bath products, free coffee, a mini-refrigerator, a large LCD HD TV and even free DirecTV.”

“Did I mention that kids under 12 eat and stay free too? And free Wi-fi?” said Johnson.

Current rates begin at \$93 per room, per night at the new Holiday Inn in the Walt Disney World® Resort which just opened mid-February of this year. For members of Holiday Inn’s Priority Club Rewards there is a 10,000 point bonus program for guests who stay 3 nights, ask for details.

Holiday Inn hotels participates in IHG’s guest loyalty program, Priority Club® Rewards. The industry’s first and largest guest loyalty program has 44 million members. Priority Club Rewards membership is free and guests can enroll by logging on www.priorityclub.com, calling 1-888-211-9874 or by inquiring at the front desk of this hotel or any of IHG’s more than 4,300 hotels worldwide.

About Holiday Inn in the WALT DISNEY WORLD® Resort

The Holiday Inn in the WALT DISNEY WORLD® Resort exemplifies the standards of the \$1 billion Holiday Inn® brand relaunch program with a contemporary design, increased quality, refreshed guestrooms and the best-in-class service for which the brand is long-known. The hotel is in walking distance of the Downtown Disney® Marketplace and offers many WALT DISNEY WORLD® Resort perks, such as complimentary transportation every 30 minutes to all Walt Disney World® theme parks and guaranteed access and preferred tee times at Walt Disney World® golf courses. Amenities within the hotel include: a heated, beach-entry pool and connected lap pool; a business center with 24-hour access; Kids Eat Free™ and all-day dining and complimentary Wi-Fi Internet access in all public areas and guestrooms. Holiday Inn in the WALT DISNEY WORLD® Resort is located at 1805 Hotel Plaza Blvd., Orlando, FL 32830, just 8 miles from Orange County Convention Center and 19 miles from the Orlando International Airport. For reservations or more information please visit www.hiorlando.com or call toll free at 1-800-HOLIDAY (465-4329) or call the hotel directly at 407-828-8888.

Holiday Inn in the WALT DISNEY WORLD Resort

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About Holiday Inn

With nearly 1,400 hotels worldwide, Holiday Inn Hotels and Resorts is the most widely recognized lodging brand in the world. In fact, Holiday Inn was one of the first international hotel brands to establish a presence in China in 1984. Holiday Inn Hotels and Resorts 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, KidSuites rooms, Kids Eat and Stay Free programs, and the ability to earn Priority Club Rewards points that can be redeemed for great merchandise, airline miles or free room nights, demonstrate the long-standing commitment of Holiday Inn

Hotels and Resorts to serving travelers and have helped to establish the brand as “America’s Favorite Hotel.” For more information about Holiday Inn Hotels and Resorts or to book reservations, call 1-800-HOLIDAY or visit www.holidayinn.com.

Holiday Inn Hotels & Resorts participates in Priority Club Rewards. With more than 44 million members, Priority Club® Rewards is the first, largest and fastest-growing guest loyalty program in the hotel industry. Winner of the 19th Annual Freddie Awards hotel loyalty “Program of the Year” and named “Best Hotel Rewards Program in the World” by *Global Traveler* magazine, Priority Club Rewards offers more sought-after benefits and the greatest ease of use of any hotel loyalty program.

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