

CROWNE PLAZA FACT SHEET

www.crowneplaza.com



OVERVIEW

An upscale brand in major urban centres, gateway cities and resort destinations offering business travellers high levels of comfort, service and amenities.

Crowne Plaza Hotels & Resorts is a dynamic hotel brand currently located in nearly 50 countries around the world. Truly international, Crowne Plaza offers

premium accommodation, designed for the discerning business and leisure traveller who appreciates simplified elegance combined with the practicality of the latest features, as well as value for money. At Crowne Plaza, guests can enjoy a 24-hour business service, wireless high speed internet access in the lobby plus fitness and leisure facilities.

HISTORY

- 1983** The first Holiday Inn Crowne Plaza is opened in Rockville, Maryland, US.
- 1994** Crowne Plaza Hotels & Resorts is established as a separate brand in the Americas.
- 1995** Crowne Plaza Hotels & Resorts launches new Internet site featuring virtual reality technology.
- 1999** Crowne Plaza opens first European resort in Madeira, Portugal.
- 2002** 'The Place to Meet' campaign is launched, establishing the brand as the ideal hotel choice for small to mid-sized business meetings.
- 2004** Introduction of the 'Sleep Advantage' program to all hotels in North America – an industry leading approach to ensure that guests experience a good nights sleep.
- 2005** Introduction of the 'Body and Soul' health-focused in-room dining concept across all hotels in Australia and New Zealand.
- 2007** Crowne Plaza Hotels & Resorts opens the Crowne Plaza The Place to Meet Island in Second Life to meet the need for private, independent meeting spaces in the virtual world.

DID YOU KNOW?

- Crowne Plaza's 'Think Tank' campaign, providing inspiration and tools for business travellers in EMEA, continues in 2008. The 'Innovators', chosen for their progressive business-related thought leadership, will create new in-hotel products allowing guests to benefit from their insights and experience.

REGIONAL ROUND-UP

AMERICAS

Crowne Plaza Hotels & Resorts, Colonial Country Club and the PGA TOUR announced a new six-year title sponsorship agreement beginning in 2007. The sponsorship made Crowne Plaza the first hotel brand to title sponsor a PGA TOUR golf tournament.

176 HOTELS

48,783 ROOMS

38 HOTELS IN THE PIPELINE

EUROPE, MIDDLE EAST & AFRICA

November 2007 saw Crowne Plaza renew its contract as the primary partner for BMW Team UK and Britain's triple World Champion Andy Priaulx in the 2008 FIA World Touring Car Championship.

76 HOTELS

18,077 ROOMS

23 HOTELS IN THE PIPELINE

ASIA PACIFIC

Opened six ANA Crowne Plaza hotels in Japan in 2007. Upcoming openings include Crowne Plaza Changi Airport in Singapore, Crowne Plaza International Airport Beijing, Crowne Plaza Sun Palace Beijing, Crowne Plaza Century Park Shanghai and Crowne Plaza Paragon Xiamen.

56 HOTELS

17,867 ROOMS

57 HOTELS IN THE PIPELINE



WE HAVE
84,727
ROOMS GLOBALLY

WE HAVE
308
HOTELS GLOBALLY

WE HAVE
118
HOTELS IN THE PIPELINE