SIMPLE, SMART TRAVEL

Join Holiday Inn Express® - IHG’s fastest growing brand globally. It has doubled its global presence since 1991, opening at an average rate of 2 per week and contributing more than 49% to IHG’s global footprint.

Optimised for an efficient space and staffing model, Holiday Inn Express is ideal for the smart travellers seeking essential facilities and efficient service and is the perfect choice for micro-market locations that enables maximum returns for a select service brand.

Launched in 1991, Holiday Inn Express unveiled the next generation design in early 2015 with refreshed public areas and guest rooms based on consumer and investor insight resulting in further enhanced guest satisfaction and investor returns.

Partnering with Holiday Inn Express will grant you access to the Build For Success online development tool which was created to enable faster, more efficient development of Holiday Inn and Holiday Inn Express hotels resulting in increased speed to market.

Fuelled by IHG’s powerful distribution channels, compelling loyalty programmes, and operational expertise, Holiday Inn Express champions smart and simple travel for everyone making it the first choice for the increasing number of travellers who need a simple, engaging place to rest, recharge and get a little work done.
MEET THE SMART TRAVELLER

We serve the self-sufficient, SMART TRAVELLER who wants a limited service base camp and are safe in the knowledge that we will provide everything they need and more where it matters most.

DEMOGRAPHICS
- Age range 25-44
- 56% male, 44% female
- Household income average of US$100k or more

PSYCHOGRAPHICS
- Price conscious but value-smart
- Ambitious and confident
- Sophisticated self-drivers
- Independent
- Favour simple, sleek, functional design
WE KNOW WHAT MATTERS

BRILLIANT BASICS
Holiday Inn Express® defined the concept of simple, smart travel in 1991, and we continue to push the boundaries of simplicity and intelligence by delivering superior value to our guests through our brilliant basics including complimentary Express Start Breakfast®, a great night’s sleep, and a power shower you can count on. This ensures high levels of guest satisfaction, which in turn drives return travel through greater brand preference.

EFFICIENT DESIGN
Whether it is the public areas or the guestrooms, every element of a Holiday Inn Express has function and form. The spaces within the hotel have been value engineered to maximise GFA and are laid out with a natural flow-through promoting an efficient experience. The public area encourages guests to stop briefly and refuel with a variety of simple, smart and operationally easy to prepare Food & Beverage offerings from the Great Room ensuring that staffing levels are kept to a minimum. While the guestrooms have light, fresh and comfortable design that provides guests with the perfect environment for a comfortable night’s sleep.

EASE AND TRANSPARENCY
We provide guests with a transparent and seamless experience every step of the way from simple all-inclusive pricing to friendly and responsive service whenever it is needed while keeping true to our select service model and the lean staffing ratio that goes along to drive incremental profit for our owners.
LARGEST & FASTEST GROWING BRAND IN IHG®

2,726 hotels around the world & 784 in the global pipeline

LEGEND

AMER - Americas
EUR - Europe
GC - Greater China
EMEAA - Europe, Middle East, Asia and Africa
SEAK - Southeast Asia & Korea
AuAJ - Australasia & Japan
IMEA - India, Middle East and Africa

*All numbers correct as of 31 December 2018

Flagship Openings:

Be a part of it: development.ihg.com
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