

InterContinental Hotels Group Announces Re-Launch of the InterContinental Medellin

2006-09-16

Promotora de Hoteles Medellin S.A. Invests More Than \$4 Million to Update Medellin's Most Iconic Hotel

InterContinental Hotels Group (IHG) announced the re-launch of the InterContinental Medellin. The hotel was modernized through substantial renovations to elevate its facilities and meet the new requirements of InterContinental Hotels & Resorts. Promotora de Hoteles S.A., the hotel's owning company and an affiliate of Grupo Empresarial Antioqueno, invested more than US \$4 million in this renovation. A re-launch event to celebrate the hotel's significant milestone was held recently.

Nearly 1,000 guests joined the Mayor of Medellin, Sergio Fajardo Valderrama, and the Governor of the State of Antioquia, Anibal Gaviria Correa to celebrate the re-launch of the hotel.

Located in a residential neighborhood called, El Poblado, since 1970, the InterContinental Medellin is situated on a mountainside and enjoys sweeping views of both the city and the valley. The 294-room hotel has been an iconic symbol of the city of Medellin and its history over the past three decades.

"The InterContinental Medellin's recent renovations are nothing short of spectacular," says Alvaro Diago, area president, InterContinental Hotels Group, Latin America. "I believe guests most certainly will be amazed by the hotel's elegantly appointed new look within the heart of such a vibrant city. I believe the InterContinental Medellin will keep its reputation as one of the finest hotels in Colombia and I am thrilled to be a part of this wonderful time in the hotel's history," adds Diago.

Major renovations were made to the hotel's guest rooms, including the Presidential suite, as well as the swimming pool and recreation areas, reception and lobby area and the trendy Bari bar. Additionally, the hotel's meeting space and restaurants were updated. New, beautiful gardens and landscaping were redesigned under the support of the Medellin Botanical Gardens.

"For the past 36 years, this hotel has provided valuable service to the city and country not only welcoming travelers but also being an exclusive scenario for social, political and historical events of our nation. We look forward to continue serving our guests for many years to come," said Dario Munera Arango, President of the Board of Directors of Promotora de Hoteles S.A.

Colombia has enjoyed a considerable influx of tourists lately and it continues to steadily increase. Colombia is a South American jewel blessed by its magnificent geographic location, lively cities and warm people. Medellin particularly has a vibrant energy and has been one of Colombia's pride in a variety of industries among them fashion and textile which have occupied outstanding international recognition globally.

"By revamping and adding new hotels in the region, we are contributing back to the tourism industry in Colombia, and we are proud to be doing so," concludes Diago. "We have always believed in Colombia and its people. We have also seen the region's significant and considerable economic developments within all its industries and that is why IHG continues to maintain a major presence in Colombia."

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article24100.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html