

IHG Announces Opening of Hotel Indigo Buffalo-Amherst - Ninth Hotel Indigo

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IHG (InterContinental Hotels Group) announced today that its ninth Hotel Indigo will open this summer in Amherst, N.Y., U.S.A. Situated in suburban Buffalo just 20 miles from Niagara Falls, this 187-room hotel is Hotel Indigo's first property to open in New York.

"We look forward to welcoming New York State's first Hotel Indigo to the Buffalo area with the Hart family, a prominent IHG franchisee and developer for nearly 30 years," said Jim Anhut, senior vice president, Brand Development, the Americas, IHG. "Hotel Indigo will give business travelers a unique lodging option when visiting Amherst, and leisure travelers will appreciate the convenient access to Niagara Falls."

Located northeast of Buffalo in the town of Amherst and situated one mile from Audubon Industrial Park and adjacent to the State University of New York at Buffalo, Hotel Indigo is a six-story, \$6 million renovation of a Hampton Inn. The Hotel Indigo Buffalo-Amherst is owned and managed by Hart Hotels, Inc., under a license agreement with a company in the InterContinental Hotels Group.

Buffalo visitors and residents alike will enjoy Hotel Indigo's inviting lobby, an ideal gathering place to grab a quick bite to eat during Buffalo's summer festivals, from the Allentown Art Festival to the National Buffalo Chicken Wing Festival. In addition, Hotel Indigo will open just in time for summer's most anticipated free concerts at the nearby venues including Art Park, Gateway Park and Niagara Square, including 54-40, Three Dog Night, Tragically Hip, Pat Benatar, Violent Femmes, Soul Asylum and many more national artists. Plus, must-see Niagara Falls thunders just 19 miles from Hotel Indigo and visitors are encouraged to ride the Maid of the Mist and visit the Cave of the Winds attractions during their stay. Before heading home, Hotel Indigo suggests guests pick up some tasty local souvenirs: Loretta's chocolate-covered popcorn, Sponge Candy, Weber's Mustard, Bison Dip or Anchor Bar Wing Sauce.

Providing stylish accommodations and a personalized service experience in a unique, intimate atmosphere, Hotel Indigo is a branded boutique hotel designed to appeal to lifestyle-focused guests who desire affordable luxury, genuine service and an alternative to traditional hotels.

Renewal is the soul of Hotel Indigo's retail-inspired design concept - thoughtful changes are made throughout the year to keep the hotel fresh. The renewal concept provides even the most frequent guest a unique experience with every stay. Hotel Indigo's guestrooms feature signature murals, area rugs, duvets and slip covers that will change periodically, while public spaces will be transformed seasonally through changing artwork, murals, directional signage, seasonal scents and background music. The hotel's "opening season" murals will feature Niagara Falls, showcasing upstate New York's natural wonder.

Other signature Hotel Indigo design elements include cozy, airy and inviting guestrooms with plush bedding; hardwood-style flooring and spa-inspired showers. Hotel Indigo offers free high-speed Internet access in all guestrooms and wireless in the public spaces. At the Buffalo-Amherst property there will be three meeting rooms, the largest room at 1,600 sq.-ft. seating up to 135 attendees and two smaller rooms seating up to 50. Rounding out the offering for guests is a full fitness center with indoor swimming pool.

Hotel Indigo Buffalo-Amherst will offer guests the dining options they want, featuring casual gourmet fare prepared quickly for the time-conscious traveler. The Golden Bean will showcase Hotel Indigo's refreshingly unique approach to breakfast serving traditional morning favorites with a twist and Starbucks Coffee. With an emphasis on ever-changing seasonal ingredients, Phi Bar will offer both tempting starters and entrees in the evening. The evening menu includes fresh salads, pizzettas, Panini sandwiches, and other trend forward entrees. Guests can dine in casual elegance within the intimate restaurant, while relaxing in one of the hotel's oversized lobby chairs or in their room.

"Hotel Indigo marries the unique attributes of a small boutique hotel with the consistency you expect from a traditional hotel," said David P. Hart, President and CEO, Hart Hotels, Inc. "We're excited to open the first of several Hotel Indigo properties in New York, and we know Buffalo's business and leisure travelers will enjoy the distinctively refreshing mood at the property."

The Hotel Indigo brand is quickly expanding throughout North America, with eight locations open and more than 50 in the pipeline. The first Hotel Indigo opened in Atlanta in October 2004, followed by Hotel Indigo Chicago Gold Coast; Chicago Schaumburg North; Houston at the Galleria; Hotel Indigo Dallas; Ottawa Downtown City Centre, Canada; Hotel Indigo Scottsdale, Ariz.; and Hotel Indigo Sarasota, Fla. Future sites of Hotel Indigo hotels include Baltimore, Md.; Boston, Mass.; San Antonio, Texas; Las Vegas, Nev.; New York, N.Y.; St. Louis, Mo.; and Nashville and Knoxville, Tenn.

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