

IHG Announces Plans for First Hotel Indigo in Asheville, NC

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Boutique hotel planned for pedestrian-friendly downtown area

IHG (InterContinental Hotels Group) announced plans for a 100-room Hotel Indigo in Asheville, N.C., with spectacular views of the Great Smoky Mountains. Construction of the 13-story new build property is anticipated to begin first quarter 2008, with an expected opening in summer 2009.

"The city of Asheville is such a unique destination location, and we're thrilled to be opening our first Hotel Indigo property here," said Jim Anhut, senior vice president, brand management, Hotel Indigo. "The branded boutique concept of Hotel Indigo will allow us to reflect the city's eclecticism and combine it with the refreshing brand elements that have made Hotel Indigo an attractive alternative for travelers."

Located in pedestrian-friendly downtown Asheville, the Hotel Indigo will have 89 standard guestrooms and 11 suites overlooking downtown and the Great Smoky Mountains. The property, built on less than an acre, will be located at 151 Haywood Street. Visitors to the Hotel Indigo will be within walking distance of the city's eclectic assortment of boutiques, art galleries, antique craft shops, restaurants, the Asheville Civic Center and the famous Grove Arcade historic retail venue. There are plans to show works of art from local artists on a rotating basis in order to fuse the thriving Asheville local arts community into the property.

Hotel Indigo Asheville will be located minutes away from the Asheville Regional Airport, Biltmore Estates and the Blue Ridge Parkway. The hotel will be the most centrally-located drive-in hotel in the downtown Asheville market.

The property is owned and managed by Hospitality Lodging Investors II, LP, under a license agreement with a company in the InterContinental Hotels Group.

"We are excited to bring Hotel Indigo to Asheville," said Dennis Goodwin, Partner, Hospitality Lodging Investors II, L.P. "The location of this property in the historic downtown area will be perfect for travelers visiting Asheville's many leisure destinations."

Boutique hotels, known for their intimate, luxurious environments in addition to personalized accommodations and services, have gained increasing popularity throughout North America. Hotel Indigo is known as the industry's first branded boutique hotel, artfully combining the conveniences and consistencies of a brand hotel with the design cache and service personality of a boutique at an affordable price. The soul of the brand's retail-inspired concept is renewal - thoughtful changes that are made throughout the year to keep the hotel fresh, similar to the way retailers change their window displays. The renewal concept provides even the most frequent guest a unique experience with every stay. The hotel will feature renewable elements such as vivid murals, area rugs, plush duvets and slip covers that will change periodically. Public spaces will be transformed seasonally through changing artwork, music, flora, murals and directional signage.

The new hotel will feature signature design elements including oversized lobby chairs, which create a personal work or dining space within the public areas of the hotel, cozy, airy and inviting guestrooms with plush bedding, hardwood-style flooring and spa-inspired showers, and a Phitness studio with cardio equipment and free weights. The hotel will also offer a 24-hour business center, high-speed Internet access in all guestrooms and wireless in the hotel's public areas, as well as 465 sq.-ft. of meeting space for business functions or special events.

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 will offer both tempting starters and entrees in the evening. The evening menu includes fresh salads, pizzettas, Panini sandwiches, and other trend forward entrees.

The Hotel Indigo brand is quickly expanding throughout North America, with nine locations open and more than 50 under development, either in the pipeline or in final negotiations. 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., Hotel Indigo Sarasota, Fla, and Hotel Indigo Buffalo-Amherst, N.Y. 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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