

IHG Announces Crowne Plaza New Build In South Florida

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11-story property to be located near the Fort Lauderdale-Hollywood International Airport

IHG (InterContinental Hotels Group) announced its plans for a 150-room Crowne Plaza hotel at the Fort Lauderdale-Hollywood International Airport. The hotel is expected to open in Q2 2009.

The hotel will be conveniently located one half of a mile from the Fort Lauderdale-Hollywood International Airport. Also within close proximity are the downtown business district, the Broward County Convention Center and Port Everglades, where more than 5,300 ships call each year.

'We are excited to bring the first Crowne Plaza to Fort Lauderdale,' said Gina LaBarre, vice president, Brand Management, Crowne Plaza Hotels & Resorts, the Americas. 'Changes in the Fort Lauderdale market have created the demand for upscale assets to accommodate its many business travelers, and we are confident that Crowne Plaza will perform well in this market.'

The hotel will feature the Crowne Plaza Sleep Advantage program, which is available at all Crowne Plaza hotels in the Americas. Sleep Advantage encompasses the entire sleep experience, from training staff on how to create and maintain a restful environment to providing innovative products and services. Program components include new bedding, guaranteed wake-up calls, designated quiet zones, night lights, drape clips, sleep CDs, sleep tips and amenities such as eye masks, ear plugs and lavender spray.

Also consistent with the Crowne Plaza brand, the hotel offers a comprehensive meetings package to ensure a seamless planning process and exceptional meeting experience consisting of three key components: a Two-Hour Response Guarantee, Crowne Meetings Director and a Meetings Daily Debrief. The hotel will offer 6,000 sq.-ft. of meeting space, including an outdoor sundeck for social events.

The hotel will offer contemporary, upscale design elements throughout the property, as well as an on-site restaurant, an outdoor pool, a fitness center and a business center. Complimentary wired and wireless Internet will be available throughout the hotel.

The hotel is owned and managed by Luckey's Management, Inc., under a license agreement with a company in the InterContinental Hotels Group.

'We've seen a lot of development in Fort Lauderdale, but not in the upscale market, where Crowne Plaza is a natural fit,' said Jay Patel, president and CEO, Luckey's Management, Inc. 'We currently own and operate a Holiday Inn Express and a Candlewood Suites, and are pleased with the results. We look forward to furthering our relationship with IHG.'

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