

Crowne Plaza To Open First Property in Memphis, Tenn.

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230-room conversion property opens in heart of downtown Memphis

IHG (InterContinental Hotels Group) announced that the 230-room Crowne Plaza Memphis will open within a month following a multi-million dollar renovation and conversion from a Wyndham Garden Hotel.

The 11-story hotel is conveniently located in downtown Memphis, within walking distance to Memphis Cook Convention Center. Also within close proximity are St. Jude Children's Research Hospital, AutoZone corporate headquarters, the FedEx Forum and the Beale Street Entertainment District.

'Memphis is home to a diverse range of industries, from real estate to banking to science and technology,' said Gina LaBarre, vice president, Brand Management, Crowne Plaza Hotels & Resorts, the Americas. 'The current market demand supports an upscale hotel like Crowne Plaza that can provide a comprehensive meetings package to the many business travelers in the area.'

The hotel features 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 offers five meeting rooms with more than 5,000 sq.-ft. of meeting space.

The Crowne Plaza Memphis offers two junior suites and one presidential suite with mini wet bar, living and dining areas, and added amenities. The hotel provides complimentary wired high-speed Internet access in all guestrooms, as well as wireless Internet access in meeting rooms and public spaces. River City Café serves American casual fare for breakfast, lunch and dinner. The hotel features an outdoor swimming pool, fitness center and business center.

The hotel is owned by Genwood Memphis I, LLC, and managed by Driftwood Hospitality, under a license agreement with a company in the InterContinental Hotels Group.

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