

IHG to Open Crowne Plaza Near Milwaukee Airport

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The hotel is expected to open in Q4 2008, following a complete interior and exterior renovation from the Ramada Inn and Conference Center.

Located just two miles from General Mitchell International Airport, the hotel is only eight miles from downtown Milwaukee and the Midwest Express Convention Center.

"Airport hotels are becoming popular sites for meetings business, and this property's close proximity to Milwaukee's airport will provide our guests with the meetings expertise of the Crowne Plaza brand at a convenient location," said Gina LaBarre, vice president, Brand Management, Crowne Plaza Hotels & Resorts, the Americas. "The hotel's comprehensive meetings package and space will be a great resource for some of the area's major companies such as Miller Breweries, Kohl's Corporation and General Mills."

The five-story Crowne Plaza will offer 194 guest rooms and a variety of amenities, including a 24-hour fitness center, business center, airport shuttle and restaurant and lounge. The fifth-floor will be the Executive Club floor with its own lounge.

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.

The Crowne Plaza will feature over 29,000 square feet of exceptional meeting and banquet space including three ballrooms over 4,000 square feet each, two additional ballrooms over 2,000 square feet each, and a 150-seat amphitheatre. Also consistent with the Crowne Plaza brand, the hotel will offer 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 Daily Meetings Debrief.

The property will be located at 6401 South 13th St., Milwaukee, Wis., and is owned by Amana Hospitality, LLC, under a license agreement with a company in the InterContinental Hotels Group.

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