

## Holiday Inn London Kensington Forum Improves the Rewards for Regular Guests with a New Priority Club(R) Incentive

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Holiday Inn London Kensington Forum, a popular central London hotel in Kensington near Chelsea, has expanded its commitment to IHG Priority Club Rewards(R) by providing its guests extra opportunities to accumulate valuable travel points. These additional deals are viewed as a value add for existing members and an effective incentive for newcomers.

Through the end of June, the hotel is actively pursuing its Priority Club(R) Rewards Food & Beverage Promotion. With the purchase of £40 or more in onsite food and beverage, Priority Club(R) members receive an additional 1000 points for their stay. Participating food and drink may be purchased at the Kensington hotel's traditional pub, the al fresco Consortia Restaurant Café Lounge, and through room service.

Because the Priority Club(R) caters to the corporate traveler, the promotion provides extra encouragement for regular guests to enjoy the dining options available at the hotel.

The Food & Beverage Promotion is currently exclusive to this property.

The Priority Club(R) Rewards program, sponsored by Holiday Inn's brand parent InterContinental Hotel Group (IHG), rewards guests for staying at any IHG-branded hotel, as well as taking advantage of unique promotions, by offering points that may be converted into room discounts, travel miles, and various convenience and novelty items as provided by a catalog of partners including DVDs, dining certificates, and even golf equipment. Winner of 'Program of the Year' in 2005 and 2006 by the Freddie Awards, the Priority Club(R) currently has more than 32 million members worldwide.

### **About Holiday Inn London Kensington Forum**

Along with being the largest Holiday Inn in the world, Holiday Inn London Kensington Forum hotel stands apart from other central London hotels for its cozy London accommodations and convenient walking-distance location near Earls Court Exhibition Centre, Olympia Exhibition Centre, Royal Albert Hall, and Hyde Park. This smart combination, along with extensive meeting facilities and several popular dining options, makes the Holiday Inn among the most popular Kensington hotels in central London for both leisure and business travel. For more information call 0207 341 3095 or visit <http://www.hikensingtonforumhotel.co.uk/index.html>.

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