

## Crowne Plaza Hotel Coming to Downtown Orlando

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Conversion property will be fourth Crowne Plaza in Orlando market

IHG (InterContinental Hotels Group) [LON: IHG, NYSE:IHG] announced plans for a 227-room Crowne Plaza in downtown Orlando, Fla. The hotel is a conversion from the Lexington Orlando CityPlace and is expected to open within a month.

Located just off Interstate 4, the 14-story Crowne Plaza Orlando-Downtown will be within driving distance to several businesses, including the Orlando Courthouse, Florida A&M University College of Law and Orlando Regional Medical Center. Nearby leisure attractions include the Bob Carr Performing Arts Centre, the Florida Citrus Bowl Stadium and Amway Arena, home to the NBA's Orlando Magic.

'Orlando is the second fastest-growing metropolitan area in the U.S., and downtown Orlando has a large concentration of office space, with even more proposed or under construction,' said Gina LaBarre, vice president, Brand Management, Crowne Plaza Hotels & Resorts, the Americas. 'We feel the time is right for us to expand our distribution in Orlando, and we see a need for a Crowne Plaza in the downtown market to accommodate small to medium sized meetings.'

The Crowne Plaza will be owned and managed by S&L Hospitality, under a license agreement with a company in the InterContinental Hotels Group.

'We are truly excited to be a part of the IHG family and to offer our guests the brand hallmarks and the first-class level of guest service that goes hand-in-hand with the Crowne Plaza name,' said Craig Stark, chief executive officer, S&L Hospitality.

The hotel will feature the Crowne Plaza Sleep Advantage, 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 will offer a comprehensive meetings program 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 hotel will offer 6,500 square feet of meeting space for business functions and special events.

The Crowne Plaza Orlando-Downtown will have 227 rooms, with 50 king suites and one presidential suite. The hotel will also include a fitness center, business center, and District Five Restaurant and Lounge, open for breakfast, lunch and dinner, featuring superior service and a delicious menu of steaks, seafood, pasta and more. The hotel will provide complimentary wireless high speed Internet access throughout the guestrooms, meeting rooms and public spaces, and complimentary wired high speed Internet access in the guestrooms.

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