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### **DULLES HOTEL SIGNS ON FOR WORLDWIDE BRAND RELAUNCH WITH INTERCONTINENTAL HOTELS GROUP**

Herndon, VA (October 15, 2009) –The new Holiday Inn Express sign introduced in 2007 is making its way around the world. Today, the [Holiday Inn Express](#) Reston-Herndon Dulles Airport announces this green and blue beacon of hospitality that will light the way for visitors to Northern Virginia. The new sign is the seal of approval that this hotel exemplifies the standards of the \$1 billion Holiday Inn brand family relaunch program established to create a more contemporary brand image, increase quality and drive consistency.

“We have set an aggressive pace to relaunch our global estate of nearly 3,300 hotels, in excess of 419,000 guest rooms and 12,000 signs by the end of 2010,” said Kevin Kowalski, senior vice president, Global Brand Management, Holiday Inn Brands, the Americas. “And with the addition of Holiday Inn Express Reston-Herndon Dulles Airport we are off and running on our journey to make every Holiday Inn hotel as great as our best one.”

“We look forward to offering our guests an enhanced stay experience with exceptional levels of customer service,” said Michelle Davis hotel GM. “And we are especially pleased to be among the wave of properties to showcase these new Holiday Inn Express brand family hallmarks.”

Essentials of the relaunch for the hotel include redesigned brand signage and an evolution of the iconic script logo which energizes the signature color green and eliminating the current shield shape for a more refreshed and contemporary look. Additional elements include a new signature arrival – incorporating new lighting, landscaping and design features – creating a sense that is universally recognizable as part of the new “Warm Welcome” guests will receive. Customized music and scent selections which engage guests in a complete sensory experience and a decluttered front desk promote a more efficient and interactive check-in process.

“Stay Real, a best-in-class service culture was further implemented throughout the hotel to develop the behaviors and skills so all guests receive exemplary service,” Davis states, adding,

“the Guest Experience Champion, is a newly created position that will be leading the charge by offering an enhanced stay experience with exceptional levels of service to our guests.”

Additionally, the hotel became one of the first Holiday Inn Express hotels in the DC-Metro area to be relaunched with an emphasis on environmental sustainability. This initiative was all guided by the hotel’s “[Our Big Green](#)” environmental sustainability program created by B. F. Saul Company Hotel Division which focuses on three core principles: Conserve, Recycle and Act Now.” “We have a clear-cut focus and a very real commitment to protecting the environment for future generations as well as the long-term good of the community” adds Davis.

Holiday Inn Express Reston-Herndon Dulles Airport is owned and managed by B. F. Saul Company Hotel Division, based in Bethesda, MD. The company represents a collection of full service, select service and extended stay hotels located in MD, VA, MI and FL which serve both business and leisure guests seeking first class hotel accommodations, meeting facilities and banquet venues. The company also operates two IACC Certified [Executive Conference & Training Centers](#) in Northern Virginia. To learn more about the B. F. Saul Company Hotel Division go to [www.bfsaulhotels.com](http://www.bfsaulhotels.com).

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