

# HOTEL INDIGO FACT SHEET



[www.hotelindigo.com](http://www.hotelindigo.com)



## OVERVIEW

**Hotel Indigo is an upscale boutique brand that delivers a refreshing and inviting guest experience that is truly reflective of the local community. Meeting the desires of today's traveller, the brand offers guests an intimate and approachable boutique experience with the benefits and reassurance of the world's largest hotel company.**

Each Hotel Indigo property is uniquely designed to reflect the local culture, character

and geography of the surrounding area while brand hallmarks ensure a consistent DNA and reliability from location to location. Hotel Indigo properties feature cozy, airy and inviting guestrooms with oversized beds, plush bedding with throw pillows, hardwood-style flooring with area rugs, signature murals, and spa-inspired showers; a Fitness Studio with cardio equipment and free weights; and Phi Bar & Bistro, an on-site casual gourmet restaurant.

## REGIONAL ROUND-UP

### AMERICAS

**24** HOTELS

**2,875** ROOMS

**54** HOTELS IN THE PIPELINE

### EUROPE, MIDDLE EAST & AFRICA

**1** HOTELS

**64** ROOMS

**3** HOTELS IN THE PIPELINE

### ASIA PACIFIC

**1** HOTEL IN THE PIPELINE (180 ROOMS)

## HISTORY

**2004** IHG unveils innovative design and concept for its new boutique brand, Hotel Indigo. Well suited for conversions and new construction, Hotel Indigo is designed to be located in 'culturespheres' – urban, midtown or near urban markets that provide convenient access to local business, retail, and residential areas as well as the city's best cultural attractions and activities.

**2004** The first Hotel Indigo officially opens in Atlanta's Midtown area.

**2008** The first property outside the Americas opens in December 2008 in Paddington, London.

**2008** The first Hotel Indigo in Asia Pacific – Hotel Indigo Shanghai on the Bund – will open in 2010.

**2009** IHG announces flagship property to open in San Diego's Gaslamp Quarter (Summer 2009). The first property in Latin America opens in San Jose, Costa Rica.

## DID YOU KNOW?

- Through Hotel Indigo's retail-inspired Seasonal Renewal programme, thoughtful changes are made throughout the hotel to ensure even the most frequent guest has a distinctive and engaging experience with each and every stay. In public spaces, the scent, music, artwork, murals and directional signage are changed to reflect the season.
- In January 2009, Hotel Indigo announced that 3 additional properties are planned for London.
- By the end of 2009, Hotel Indigo will almost double its footprint in the Americas with properties opening in key strategic markets, including New York City, San Diego and Toronto.



» RELAX » RECHARGE » BE INSPIRED



WE HAVE  
**2,939**  
ROOMS GLOBALLY

WE HAVE  
**25**  
HOTELS GLOBALLY

WE HAVE  
**58**  
HOTELS IN THE PIPELINE