



For Immediate Release

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Eating While You Swim: Philadelphia Center City Holiday Inn Gets a Facelift

*Closed between May 1st and July 15th, Holiday Inn renovates its amenities to
create an all-new hotel experience.*

Philadelphia, PA (April 29, 2019) – The Philadelphia Center City Holiday Inn will close on Wednesday, May 1 to begin upgrading its amenities. Located on 1305 Walnut Street, the hotel reopens on Monday, July 15, and encourages guests to book a room for opening night. InterContinental Hotels Group’s Chief Executive Officer Keith Barr felt a need to innovate the hotel industry by adding amenities never been seen before. The feature amenities include a pillow menu, poolside food services, a multilingual staff, and childcare services.

Barr wants to change the face of Holiday Inn, “Every hotel and its amenities seem to blur together. Guests don’t care what made brands different from each other, they just want the cheapest option for their stay.” These low standards fueled Barr’s mission to update Holiday Inn hotels to live up to their full potential.

The amenities Holiday Inn hotels are adding have never been seen before. One of the most interesting improvements is a pillow menu, where guests are able to choose what pillow they would like to sleep on. Pillow hardness, case, size and filling are just some of the variations guests can choose from.

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Many amenities center around convenience. While lounging at the pool, attendants serve guests food and beverages. “I thought that adding access to food would be fun for our visitors,” Barr added, “instead of waiting 30 minutes to swim after eating, eat while you swim!” The other convenient amenity added is childcare services. This amenity is free and full of toys including art supplies, books, movies and inside and outside toys for children of all ages. The staff trains in proper childcare and go through federal background checks.

An amenity Barr cares about is the addition of multilingual staff, “InterContinental Hotel Group prides itself on the ability to own hotels globally. I want all people, despite lingual boundaries, to feel comfortable at the Holiday Inn.” The multilingual staff translates over 50 languages. Televisions in the hotel have international channels as well, ensuring equal opportunity for all guests.

Keith Barr chose to implement these amenities because the history of InterContinental Hotel Group inspires him. Its origin story began when William Bass opened his first brewery in 1777. The Bass brand transitioned from a brewery into a growing hospitality brand in the 20th century. Juan Trippe took over the Bass brand and turned it into InterContinental Hotels Group. He envisioned luxury accommodation for travelers. Now, Keith Barr discovered the history and wants to bring the mission back to life, “The original mission focuses on luxury. At this low point of hotel amenity expectations, it’s time to go back to the old days by bringing on the new.”

About InterContinental Hotels Group:

InterContinental Hotels Group oversees all Holiday Inn hotels. It also manages Kimpton Hotels and Restaurants, Regent, Hotel Indigo, Crowne Plaza, Hualuxe, Voco, Staybridge Suites, Candlewood Suites, Avid, Even Hotels, Holiday Inn Express, and Holiday Inn Club Vacations. The company has hotels all over the globe, including the United States, United Kingdom, China, Canada, Mexico, Germany, France, and Japan. Its mission statement reads, “We believe in making you feel welcome and valued, wherever you are in the world. That’s because we truly care about people and the communities we serve, and because we pride ourselves on providing the highest quality of service.”

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