



## FOR IMMEDIATE RELEASE

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## **HOLIDAY INN CLUB VACATIONS® ANNOUNCES STRATEGIC GAMING AND MARKETING PARTNERSHIP WITH THE VENETIAN AND THE PALAZZO, INTERCONTINENTAL ALLIANCE RESORTS**

**ORLANDO, FLA.** (Nov. 14, 2012) – Holiday Inn Club Vacations® announced today the formation of a multi-faceted strategic alliance with The Venetian® and The Palazzo® InterContinental Alliance Resorts. . The two hospitality leaders, both, who place great emphasis on delivering value and unique vacation experiences to their customers, solidified an agreement that allows for:

- The Venetian and The Palazzo become the preferred gaming partner for Holiday Inn Club Vacations Las Vegas – Desert Club Resort
- Holiday Inn Club Vacations will promote The Venetian and The Palazzo experiences and events to its guests and members, as well as provide direct access via a dedicated shuttle between Holiday Inn Club Vacations Desert Club Resort and The Venetian and The Palazzo resorts
- The Holiday Inn Club Vacations property at Desert Club Resort in Las Vegas will offer special access to shows, gaming and dining options at The Venetian and The Palazzo resorts
- Holiday Inn Club Vacations will work closely with The Venetian and The Palazzo to create unique vacation packages for its members and guests
- Holiday Inn Club Vacations will work with The Venetian and The Palazzo to develop special benefits for Members of the Holiday Inn Club timeshare exchange program to enjoy, in conjunction with The Venetian and The Palazzo's Grazie loyalty program
- The two companies' plan to develop integrated co-marketing campaigns promoting Las Vegas as a featured attraction destination leveraging their respective customer databases, including IHG's Priority Club Rewards® customer database

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Peter Menges, vice president of business development representing Holiday Inn Club Vacations, says, "It is important for Holiday Inn Club Vacations to have a key strategic relationship in the Las Vegas market to support our on-going growth, expansion and marketing needs. And, there is no better alliance partner than the Sands Corp. and its two incredible brands, The Venetian and The Palazzo. This alliance relationship will help support every facet of our business."

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### **About InterContinental Alliance Resorts**

As InterContinental Alliance Resorts, The Venetian and The Palazzo are affiliated with the InterContinental Hotels & Resorts global portfolio. They maintain their brand identity, yet are established as InterContinental Alliance Resorts on property and via various marketing channels, including [www.intercontinental.com](http://www.intercontinental.com), where guests can book a suite at The Venetian or The Palazzo, just like they would any other InterContinental Hotel or Resort. The resorts, both of which have earned the AAA Five Diamond rating and a four-star rating from Forbes, are the perfect fit for the InterContinental Hotels & Resorts brand and provide the "in the know" experience that InterContinental guests have come to expect.

This alliance brought together two world-class leaders in the global hospitality industry. It also offers extraordinary benefits to both guests at The Venetian and The Palazzo and to members of IHG's Priority Club Rewards program, the world's largest hotel loyalty program with 69 million members.

For more information about InterContinental Alliance Resorts please visit [www.intercontinental.com/allianceresorts](http://www.intercontinental.com/allianceresorts).

### **About Holiday Inn Club Vacations**

Holiday Inn Club Vacations was created in 2008 as a strategic alliance between IHG (InterContinental Hotels Group) and Orange Lake Resorts, a leader within the timeshare industry with more than 30 years of proven success. Holiday Inn Club Vacation's flagship property in Orlando, Fla., located next to Walt Disney World® Resort, was established in 1982 by Holiday Inn founder Kemmons Wilson. A 1,450-acre golf, water park and sports resort, Holiday Inn Club Vacations at Orange Lake Resort includes 2,478 villas with the ability to expand to 4,500 villas. Other resort locations include Lake Geneva, Wis., Panama City Beach and Marco Island, Fla., Brownsville, Vt., Myrtle Beach, S.C., Gatlinburg, Tenn., Las Vegas, Nev. and two new resorts joining the brand in fall 2012: in Galveston, Texas and an additional resort in Panama City Beach, Fla. Holiday Inn Club members, owners of timeshare intervals at Holiday Inn Club Vacations resorts, enjoy access to these eight resort locations, plus IHG's network of more than 4,500 hotels worldwide and RCI's network of more than 4,000 resorts. Holiday Inn Club Vacations will continue to look for opportunities to expand their Member Resorts to top North American destination locations. For more information on Holiday Inn Club Vacations, visit [www.hiclubvacations.com](http://www.hiclubvacations.com), or Stay SOCIAL and [visit the brand's page on Facebook](#), see vacation experiences come to life on YouTube on [hiclubvacations TV](#) or follow [@hiclubvacations](#) on Twitter.

### **ABOUT GRAZIE™**

Earn points when you EAT, SLEEP, SHOP & PLAY with [Grazie](#), The Venetian and The Palazzo's premier loyalty program. Grazie rewards guests for staying in the resorts' suites, dining at the

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restaurants, shopping at the boutiques, and gaming in the casinos. Guests will enjoy the services and amenities available at two world class resorts with the ease and usability of just one card and one program. Guests playing on qualifying slot and video poker can earn three types of points: Status Points, Slot Reward Points and Grazie Gift Points. Slot Reward Points can be redeemed for a choice of slot credits or resort comps. By linking their Grazie account to their hotel reservation, guests can earn Status Points for all suite charges including: restaurant meals, show tickets, spa services, nightclub drinks, participating shop purchases, suite rates and in-suite charges. Grazie offers three levels of membership: Grazie, Gold and Platinum. A guest's membership level determines the rate at which points are earned and the higher the level, the faster points are earned. For additional information, please call Grazie at 877.2GRAZIE or 702.414.4116.

### **About Priority Club Rewards**

With 69 million members globally, IHG's Priority Club® Rewards is the first, largest and fastest-growing guest loyalty program in the hotel industry. Named Best Hotel Rewards Program in the World seven years running by Global Traveler magazine and Best Hotel Loyalty Program for four years by Business Traveler magazine, Priority Club Rewards offers more sought-after benefits and the greatest ease of use of any hotel loyalty program. In addition to flexible features like No Points Expiration, No Blackout Dates, Points & Cash and Flights Anywhere™, Hotels Anywhere™, Priority Club Rewards members have more options for point redemption than any other hotel loyalty program. Members can redeem points not only for hotel nights, but also for airline miles on more than 40 partner airlines, for auto rentals, for gift certificates and for hundreds of products available in the Rewards Catalog. And Priority Club Rewards is the only hotel loyalty program to offer members a Rewards Concierge program that allows members to exchange points for items not found in the Rewards Catalog. Enrollment in Priority Club Rewards is free. Guests can enroll by logging onto [priorityclub.com](http://priorityclub.com), by calling 1-888-211-9874 or by inquiring at the front desk of any of IHG's more than 4,500 hotels worldwide.

**The names and brands mentioned above are trademarks and/or registered trademarks of their respective owners.**

### **Notes to Editors:**

*IHG (InterContinental Hotels Group) [LON:IHG, NYSE:IHG (ADRs) is a global organization with nine hotel brands including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites®, Candlewood Suites®, as well as our two newest brands, EVEN™ Hotels and HUALUXE™ Hotels & Resorts. IHG also manages Priority Club® Rewards, the world's first and largest hotel loyalty program with over 69 million members worldwide.*

*IHG franchises, leases, manages or owns over 4,500 hotels and more than 672,000 guest rooms in nearly 100 countries and territories. With more than 1,000 hotels in its development pipeline, IHG expects to recruit around 90,000 people into additional roles across its estate over the next few years.*

*InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales.*

Visit [www.ihg.com](http://www.ihg.com) for hotel information and reservations and [www.priorityclub.com](http://www.priorityclub.com) for more on Priority Club Rewards. For our latest news, visit [www.ihg.com/media](http://www.ihg.com/media), [www.twitter.com/ihg](http://www.twitter.com/ihg), [www.facebook.com/ihg](http://www.facebook.com/ihg) or [www.youtube.com/ihgplc](http://www.youtube.com/ihgplc).