



## FOR IMMEDIATE RELEASE

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## **HOLIDAY INN CLUB VACATIONS® GOES LIVE IN MARCO ISLAND, FLA.** *Waterfront property becomes vacation resort brand's seventh destination*

**ORLANDO, FLA. (Oct. 17, 2011)** – Holiday Inn Club Vacations® today announced that it has added the seventh location to its portfolio of vacation resorts, a 36-unit resort located on the Rio waterway in the “City Center” activities district of Marco Island, Fla. Holiday Inn Club Vacations Sunset Cove Resort joins the flagship location, Holiday Inn Club Vacations at Orange Lake Resort in Orlando, Fla., and five other Holiday Inn Club Vacations resorts. Travelers can book vacation villas at all seven resorts at [www.holidayinn.com](http://www.holidayinn.com), just as they would any Holiday Inn® hotel room.

The addition of Sunset Cove Resort follows the recent announcement that the brand will add another resort in Las Vegas to its portfolio in 2012, which will be the first Holiday Inn Club Vacations resort in the western U.S.

“As part of our alliance with IHG, we said we’d grow Holiday Inn Club Vacations in places where our Holiday Inn Club Members have said that they want to vacation,” said Don Harrill, president and CEO of Orange Lake Resorts, the timeshare developer that manages Holiday Inn Club Vacations properties. “Our Members have asked for another drive-to destination in Florida, and Sunset Cove Resort delivers just that, with a unique and upscale experience for all owners and guests who visit.”

Like all Holiday Inn Club Vacations resorts, this location at Sunset Cove Resort offers more space, more amenities and more things to do, including three-bedroom residences ranging from 1,667 square feet to 1,900 square feet, with views of either the Gulf of Mexico or Smokehouse Bay. The resort offers a host of amenities for guests including a pool with sundeck, a bar and promenade area, boat dock and fitness center. The

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property is currently a part of Resort Condominium International's (RCI) distinguished Registry Collection® program.

"At Holiday Inn Club Vacations, we offer great resorts where families can create their own vacation experiences," said Del Ross, vice president, U.S. Sales and Marketing, IHG. "We offer our guests the flexibility to vacation when, where and how they want to, all under the comfort and security of a well-known and trusted brand like Holiday Inn."

Orange Lake Resorts plans to bring all Sunset Cove units into its upscale "Signature Collection" product line. All units will undergo a total of \$1.7 million in upgrades, including renovations planned by the resort's condo association, as well as enhancements to interiors like granite countertops in the kitchen and bath areas with glass tile backsplashes, ceramic tile in the living and dining areas, detailed wood ceiling moulding, stainless appliances and luxurious furniture appointments with rich textural fabrics. The pool deck area will also be enhanced with upgraded lounge chairs and poolside furnishings accompanying the Signature Collection color palette.

In-room amenity upgrades will include flat-screen televisions in bedrooms, as well as in the kitchen area, and bedding and bath appointments standard to the Signature Collection brand, featuring bath crystals and a Signature Collection-monogrammed bathrobe.

Through IHG's guest loyalty program, Priority Club® Rewards, guests renting villas at Holiday Inn Club Vacations resorts earn Priority Club points during their stays at Holiday Inn Club Vacations, which they can redeem for free nights at IHG properties or exchange for merchandise and special experiences. The resorts also welcome members of the Holiday Inn Club exchange program, which allows members to exchange their weeks at any Holiday Inn Club Vacations resort for hotel nights at IHG's more than 4,400 hotels worldwide. Holiday Inn Club members also have access to RCI's network of more than 4,500 resorts.

**About Holiday Inn Club Vacations**

Holiday Inn Club Vacations was created in September 2008 as a strategic alliance between IHG, the world's largest hotel company, and Orange Lake Resorts, a leader within the timeshare industry with nearly 30 years of proven success. Holiday Inn Club Vacation's flagship property in Orlando, 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

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the ability to expand to 4,500 villas. Other resort locations include Lake Geneva, Wis., Panama City, Fla., Brownsville, Vt., Myrtle Beach, S.C., and Gatlinburg, Tenn. Holiday Inn Club members enjoy access to Holiday Inn Club Vacations resorts and IHG's network of more than 4,400 hotels worldwide. Holiday Inn Club Vacations will continue 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).

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### **Notes to Editors:**

*IHG (InterContinental Hotels Group) [LON:IHG, NYSE:IHG (ADRs)] is a global company operating seven hotel brands including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®. IHG also manages Priority Club® Rewards, the world's first and largest hotel loyalty programme with almost 60 million members worldwide.*

*IHG is the world's largest hotel group by number of rooms and franchises, leases, manages or owns over 4,400 hotels and more than 656,000 guest rooms in 100 countries and territories, and has more than 1,100 hotels in its development pipeline.*

*IHG expects to recruit around 160,000 people worldwide over the next few years and is committed to gender balance throughout its business. We aspire to continue retaining a minimum of 25% female representation on the Board.*

*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/ihgplc](http://www.twitter.com/ihgplc) or [www.youtube.com/ihgplc](http://www.youtube.com/ihgplc).*