



## FOR IMMEDIATE RELEASE

Contact: Keith LaBelle  
The Al J. Schneider Co.  
[klabelle@ajshotels.com](mailto:klabelle@ajshotels.com)  
(502) 569-4475

### **Crowne Plaza Louisville: Worthy of a Grand Introduction**

*50,000 square feet of meeting space is third largest in Crowne Plaza global portfolio*

**Louisville, Kentucky** (March 25, 2009) – The Al J. Schneider Co. is proud to officially introduce IHG’s (InterContinental Hotels Group) Crowne Plaza brand in the Louisville marketplace. As the world’s largest hotel group by number of rooms, IHG can now include Louisville as a city in which a Crowne Plaza property can be found as a result of the renovation and conversion of the former Executive West Hotel.

The \$26 million renovation included upgrades to all 588 guest rooms, the addition of Presidential and Executive Suites and a total re-design of public space to include the all-new Blue Horse Bar • Café • Terrace, 55,000 square feet of meeting space including the Crowne and Cornett Ballrooms, 24 meetings rooms, dedicated exhibit space, an executive boardroom and a new business center. Other improvements include major façade and exterior work, significant mechanical and HVAC upgrades, a new entrance canopy and a complete lobby renovation.

The eight-story hotel is located less than a mile from the entrance to the Louisville International Airport and the one-million-square-foot Kentucky Exposition Center, and is only a seven minute drive to downtown Louisville. The property also offers convenient access to Interstates 264 and 65, and is near several major employers in the Louisville-area including UPS, Ford, YUM! Brands and Humana Healthcare.

“The hotel’s location near the airport and the expo center makes it a major attraction for meeting planners,” said Gina LaBarre, vice president, Brand Management, Crowne Plaza Hotels & Resorts, the Americas. “With the conversion of this hotel to a Crowne Plaza, we can now offer them our comprehensive meetings program, which they won’t find at any other hotel in the Louisville market.”

The Crowne Plaza Louisville Airport offers 588 guest rooms and a variety of amenities, including a fitness center, indoor and outdoor pool, gift shop, airport and local business shuttle and multiple dining outlets.

The privately-held The Al J. Schneider Co., owner and operator of the Crowne Plaza Louisville Airport and the independent Galt House Hotel in downtown Louisville, engaged Senate Hospitality Group to manage the conversion given its extensive background in hospitality and entertainment development and management.

Consistent with the Crowne Plaza brand, the hotel offers a comprehensive meetings program to ensure a seamless planning process and exceptional meeting experience consisting of three key components: a Two-Hour Response Guarantee, Crowne Meetings Director and a Daily Meetings Debrief. The Crowne Plaza Louisville Airport features 55,000 square feet of exceptional meeting

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and banquet space for business functions or special events, the third largest amount of meeting space at any Crowne Plaza in the world.

The property is located at 830 Phillips Lane, Louisville, Kentucky, 40209 and is owned and managed by The Al J. Schneider Co. Hotel Division, under a license agreement with a company in the InterContinental Hotels Group.

Crowne Plaza Hotels & Resorts participates in IHG's guest loyalty program, Priority Club® Rewards. The industry's first and largest guest loyalty program has 40 million members. Priority Club Rewards membership is free and guests can enroll by logging on at [priorityclub.com](http://priorityclub.com), by calling 1-888-211-9874 or by inquiring at the front desk of this hotel or any of IHG's more than 4,100 hotels worldwide.

Crowne Plaza was recently recognized by Lodging Hospitality magazine as one of the industry's top growing brands. As part of the IHG global portfolio, Crowne Plaza Hotels & Resorts has more than 300 hotels in nearly 60 countries, and are located in major urban centers, gateway cities and resort destinations.

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*The Al J. Schneider Company, Louisville's largest owner-operator of hotels, is privately owned and operated. The company's holdings consist of Galt House Hotel, Crowne Plaza Louisville Airport, Waterfront Plaza, One Riverfront Plaza and Home Supply Company.*

*InterContinental Hotels Group PLC (IHG) of the United Kingdom [LON:IHG, NYSE:IHG (ADRs)] is one of the world's largest hotel groups by number of rooms. IHG owns, manages, leases or franchises, through various subsidiaries, over 3,800 hotels and more than 571,000 guest rooms in nearly 100 countries and territories around the world. IHG owns a portfolio of well recognized and respected hotel brands including InterContinental® Hotels & Resorts, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites®, Candlewood Suites® and Hotel Indigo®, and also manages the world's largest hotel loyalty program, Priority Club® Rewards with over 37 million members worldwide.*

*The company pioneered the travel industry's first collaborative response to environmental issues as founder of the International Hotels and Environment Initiative (IHEI). The IHEI formed the foundations of the Tourism Partnership launched by the International Business Leaders Forum in 2004, of which IHG is still a member today. The environment and local communities remain at the heart of IHG's global corporate responsibility focus.*

*IHG offers information and online reservations for all its hotel brands at [www.ihg.com](http://www.ihg.com) and information for the Priority Club Rewards program at [www.priorityclub.com](http://www.priorityclub.com). For the latest news from IHG, visit our online Press Office at [www.ihg.com/media](http://www.ihg.com/media).*