

Booming business opportunities in Kuwait drives hotel demand

Press Release

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InterContinental Hotels Group Confident with Kuwait Market's Performance; Introduces Second Property, Initiates Interest in Mid-Tier Sector

Dubai - Attracting visitors mostly from the U.S., UK, Japan, Korea and other GCC countries, Kuwait is regarded worldwide as one of the region's most bustling business markets. Decisions by the government to introduce new investment laws that allow foreign organizations to establish branches in Kuwait, changes to tax laws to increase foreign investment and increased confidence in the Kuwaiti market have all had an impact, thereby boosting the number of visitors to the oil-rich Gulf state.

"There has been a real change in the business environment here," said Hani Kafafi, Director of Operations, Northern Gulf and General Manager, Crowne Plaza Kuwait. "There is a great deal of potential and people can really feel that. In the hotel business, we have recognized a shift - this year alone, we have witnessed a 10 percent jump in demand compared to this time last year."

"With Kuwait recognized as the gateway to Iraq, this place will be the most appropriate place to establish business for organizations that want to be involved in the rebuilding of Iraq."

InterContinental Hotels Group, the world's most global hotel company, is so confident about the future of Kuwait that it recently opened its second property in the country and is already looking at future opportunities. Now in addition to the stunning Crowne Plaza Kuwait, busy business travellers can enjoy the Holiday Inn Kuwait. The 135-room Holiday Inn Kuwait, which is located 200 metres from the seafront and 22km from Kuwait International Airport, will target both the business and leisure markets. Facilities include an outdoor swimming pool, 24-hour gym and a range of restaurants including Lebanese and Chinese.

"We were driven to introduce the Holiday Inn brand to Kuwait because we could see that the market was screaming out for a mid-tier hotel sector solution. In fact, more guests have stayed at a Holiday Inn hotel than at any other hotel brand in the world. Holiday Inn is so popular because it provides what is really important to our guests such as a great night's sleep, a hearty breakfast, an outstanding rewards programme and friendly, helpful staff," said Chris Moloney, Chief Operating Officer, InterContinental Hotels Group, Middle East & Africa.

Committed to investing in the future of Kuwait, InterContinental Hotels Group is also aware of the importance in providing guests with the most up-to-date services. That is why at the landmark Crowne Plaza Kuwait - which boasts 330 rooms and suites, with all the amenities of a deluxe, upmarket international hotel - plans are being devised for a brand new 2,000 square meter spa.

"Guests are always looking for the best way to relax after a hard day of negotiating business deals, so we want to provide them with the most luxurious of options. Work will commence on the spa development in May this year and it should be finished by November 2006," said Moloney.

At the upmarket Crowne Plaza Kuwait, guests are frequently impressed by the Grand Atrium Lobby, its majestic staircase and capsule lifts. Crowne Plaza Kuwait offers a comprehensive range of well-appointed meeting rooms, conference facilities and banquet halls set with audio-visual equipment. Moreover, simultaneous translation facilities as well as videoconferencing facilities allow for effective live presentations.

- Ends -

About InterContinental Hotels Group

InterContinental, Crowne Plaza and Holiday Inn hotels across the region can be booked with toll-free calls to the InterContinental Hotels Group Middle East Central Reservations Office in Bahrain (80000 880), Egypt (0800-4433322), Jordan (0800-22666), Kuwait (473 2100 ext 6233), Lebanon (01 426-801 - ask operator to connect to 866 866 7556), Oman (800 777 999), Pakistan (00800 909 971234) Qatar (0800 971234), Saudi Arabia (800 897 1465), and the UAE (800 4642).

InterContinental Hotels Group PLC of the United Kingdom [LON:IHG, NYSE:IHG (ADRs)] is the world's most global hotel company and the largest by number of rooms. InterContinental Hotels Group owns, manages, leases or franchises, through various subsidiaries, more than 3,500 hotels and 535,000 guest rooms in nearly 100 countries and territories around the world (www.ichotelsgroup.com). The Group owns a portfolio of well recognised and respected hotel brands including InterContinental® Hotels & Resorts, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites®, and Candlewood Suites®, and also has a controlling interest in Britvic, the second largest soft drinks manufacturer in the UK. InterContinental Hotels Group offers information and reservations capability on the Internet - www.intercontinental.com for InterContinental Hotels & Resorts,

www.crowneplaza.com for Crowne Plaza Hotels & Resorts, www.holiday-inn.com for Holiday Inn hotels, www.hiexpress.com for Holiday Inn Express hotels, www.staybridge.com for Staybridge Suites by Holiday Inn hotels, and www.candlewoodsuites.com for Candlewood Suites, and for the Group's rewards programme, www.priorityclub.com For the latest news from InterContinental Hotels Group, visit our online Press Office at www.pressoffice.ihgplc.com

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