

Holiday Inn Express receives international award

Holiday Inn Express, described as one of the fastest growing hotels in the industry, was awarded "World's Leading Budget Hotel Brand" at the annual 2010 World Travel Awards, which took place in London recently.



"This is a great recognition of a powerful and trusted global brand and we are proud that our local properties are regarded as some of the best in the world. We continue to seek opportunities for expansion of the brand in South Africa," said Gavin Watson, MD of ISO Leisure Hotels, the management company for Holiday Inn Express South Africa.

There are currently five properties in major South African business hubs - Durban, Cape Town, Pretoria, Johannesburg and Sandton.

"Our South African hotels were some of the first to take part in a \$1 billion global re-launch of the Holiday Inn brand family, announced by InterContinental Hotels Group (IHG) in 2007. The aim of the re-launch was to create a more contemporary brand image, increase quality and drive consistency across over 3,300 hotels around the world. From this award it is clear that this has been successful. Gone is the brand South Africans remember from the 80's - this is a new era of modern, affordable hotels." says Sandra Boome, national marketing manager.

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