



HOSPITALITY MARKETING CONCEPTS

**FOR IMMEDIATE RELEASE**

## **INTERCONTINENTAL HOTELS GROUP FESTIVAL CITY SIGNS AGREEMENT WITH HMC TO PARTNER IN THE SUCCESSFUL PRIVILEGE CLUB PROGRAM**

NEWPORT BEACH, CALIFORNIA – November 5, 2008 – HMC (Hospitality Marketing Concepts), the leading solution provider of loyalty membership programs, has been selected by the InterContinental Hotels Group Dubai Festival City complex to implement and manage a private-label membership program for their three flagship Dubai properties.

These stunning properties have gone from concept to completion in just three years, becoming iconic landmarks on the city skyline. The project is the largest in the history of InterContinental Hotels Group (IHG), having three hotels open within the same location. All three hotels have stunning views of either the historic Dubai Creek, the city skyline, or the world-class shopping centre connected to the hotels.

Area General Manager Tom Meyer, who oversees the entire project, said, "It is an absolute pleasure to be a part of such a monumental project at Dubai Festival City, especially as InterContinental Dubai Festival City is such a landmark property as the 150th hotel in the brand's global portfolio. Our management team took a long time to select a preferred partner for our Privilege Club program and in the end HMC stood above the rest."

Christian Pertl, Director of Sales and Marketing added, "The hotels offer members a wide variety of dining experiences with 8 outlets in total, including Anise a world-food restaurant catering to a total sensory experience with live cooking stations, the Vista lobby lounge and bar that curves the side of the building with unrivalled Creek and city skyline views, the Lebanese seafood splendour Al Sultan Brahim Beirut, exclusive champagne bar Eclipse located on level 26, the authentic European themed Belgian Beer Cafe, and the much anticipated Reflets par Pierre Gagnaire which is the sixth restaurant in the 3-star Michelin chef's repertoire. Privilege Club members will receive exceptional value with exceptional food."

"HMC is delighted to welcome the InterContinental and Crowne Plaza hotels in Dubai Festival City to the Privilege Club network. It is a fantastic venue that offers something for everyone," said Marwan Ramadan, President EMEA for Hospitality Marketing Concepts. "HMC will use our experience and state-of-the-art marketing tools and systems to develop and manage a strong database of loyal members for InterContinental Hotels Group Dubai Festival City, and with the addition of these properties to the Privilege Club Network, the program will be one of the most desirable in the region."

### **ABOUT INTERCONTINENTAL HOTELS GROUP**

#### **ABOUT INTERCONTINENTAL DUBAI FESTIVAL CITY**

Located on Dubai Creek and with stunning views in every direction, the InterContinental Dubai Festival City is a new city landmark, connected to the world-class Festival Centre and the luxury 100-berth marina

via a waterfront promenade. At 36-floors high, the InterContinental Dubai Festival City property boasts 498 exquisitely designed rooms, including 121 suites, and three Presidential Suites. All rooms have a choice of views including the Dubai Creek, the Festival Marina or the world-class shopping centre. Meeting rooms and conference facilities are available to suit all needs in the 3,800sqm Event Centre. Visitors can take advantage of the InterContinental's spa, gym and swimming pools, as well the hotel's dynamic and innovative restaurants. These include Anise, an all-day dining restaurant with live cooking stations, fine French dining at Reflets par Pierre Gagnaire, the Parisian Café experience at Bistro Madeleine, and a new addition to the city's thriving high-end Lebanese dining scene at Al Sultan Brahim Beirut. Two exclusive bars with stunning views complete the luxury experience.

#### **ABOUT CROWNE PLAZA DUBAI FESTIVAL CITY**

The Crowne Plaza Dubai Festival City has been designed directly above the state-of-the-art conference centre, reinforcing the Crowne Plaza brand as the 'Place to Meet.' The 316-room property, including 16 suites and 2 Presidential suites, presents an ideal location for business travellers, with all rooms equipped with high-speed internet access and flat plasma TV screens. And for those who want to take a break from the business of the day, they will be able opt for a physical workout at the fully equipped state-of-the-art gymnasium complete with sauna and steam rooms. Alternatively guests will have the option of enjoying the pool leisure deck area which will enclose the 25m swimming pool and outdoor spa pools and feature equally stunning views of the creek. Dining options include an all-day dining restaurant, a stunning Belgian Beer Café, and lobby lounge.

#### **ABOUT INTERCONTINENTAL RESIDENCE SUITES DUBAI FESTIVAL CITY**

Within the Marsa Plaza, 212 stylish high-rise apartments, encompassing studios, one, two and three bedroom suites, will make up the InterContinental Residence Suites Dubai Festival City. The suites will be available on extended stay leases giving tenants' access to the InterContinental Dubai Festival City and the destination's world-class leisure, retail and entertainment facilities.

#### **ABOUT HOSPITALITY MARKETING CONCEPTS (HMC)**

Headquartered in Newport Beach, Southern California, HMC is the leading provider of travel industry paid consumer membership and database management programs. HMC provides services to more than 1,000 full-service hotels worldwide. A selection of clients includes InterContinental Hotels Group, Hilton Hotels, Ritz, Shangri-La Hotels & Resorts, Raffles Hotels & Resorts, Mandarin Oriental, HUSA Hoteles, Orbis, Hyatt Hotels & Resorts, Marriott, Pestana Hotels and Resorts, Pousadas de Portugal and Swissotel Hotels & Resorts. HMC is a global company with offices in more than 50 countries including Italy, France, Germany, Spain, Poland, Portugal, Australia, Singapore, Hong Kong, China, UAE, Egypt, Venezuela, Brazil, Canada, United Kingdom and United States. More information about HMC may be found on the company's website <http://hmc.clubhotel.com> or by contacting Peter Gorla, Vice President of Marketing at +1 (949) 260-9538 or via email at [gorlap@clubhotel.com](mailto:gorlap@clubhotel.com).