

IHG Hotels & Resorts and ROI Hospitality Development to Break Ground on Holiday Inn Express Reedsburg

83-Room Hotel will Deliver a Simple, Smart and Comfortable Stay Experience for On-the-Go Travelers

REEDSBURG, WIS. (August 3, 2022) – [IHG Hotels & Resorts](#) and [ROI Hospitality Development, LLC](#) today announced plans to break ground on a new Holiday Inn Express hotel in eastern Reedsburg later this month. ROI Hospitality will host a groundbreaking ceremony on Tuesday, August 16th at 3 p.m. (CDT), with a ceremony to follow immediately after at the Reedsburg Country Club.

Located at the intersection of Highway 23/33 and S. Golf Course Road across from the Reedsburg Country Club, the 83-room Holiday Inn Express Reedsburg is projected to open next summer. The hotel will provide on-the-go guests with all the essentials to navigate their day, ranging from the signature Express Start® breakfast loaded with a range of fresh-made and grab-and-go food and drink options to blackout blinds, high-quality bedding and a choice of pillows for a sound night's sleep. Guests additionally can remain productive in the hotel's 600 square feet of meeting space and 24-hour business center before unwinding in its indoor pool or fitness center.

"Holiday Inn Express has built its reputation as one of the largest and most well-known hotel brands from a commitment to a consistent guest experience, thoughtful design and value-rich essentials," said Kevin Schramm, SVP, Mainstream - US & Canada for IHG Hotels & Resorts. "We value our relationship with ROI Hospitality Development and look forward to introducing Holiday Inn Express to the Reedsburg community and visitors seeking a memorable and hassle-free stay."

A division of the Regency Hotel Management Company, ROI Hospitality Development currently manages seven Wisconsin hotels spanning more than 600 rooms. The Reedsburg hotel will mark both the first Holiday Inn Express and IHG Hotels & Resorts property within ROI's statewide portfolio. Regency Hotel Management's success is specializing in hospitality management by creating a welcoming atmosphere and positive experience at all their hotels, resorts, lodges, and conference centers. Since they started in 1965, Regency's portfolio has grown to more than 100 properties in 38 states.

"As business and leisure travel continue to accelerate throughout Wisconsin, the development of the Holiday Inn Express Reedsburg could not come at a more ideal time," said John Warwick President of ROI Hospitality Development. "Our upcoming groundbreaking is an exciting first step in establishing what we believe will become a must-stay hotel destination for regional travelers, and we will work closely with IHG Hotels & Resorts and our development partners to bring this modern property to life."

Holiday Inn Express remains IHG's largest global brand, with more than 3,000 hotels currently open and an additional 645 set to open during the next few years.

For additional information about Holiday Inn Express, or to book, visit www.holidayinnexpress.com. To learn more about ROI Hospitality Development, visit www.roihospitality.com.

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About IHG Hotels & Resorts

[IHG Hotels & Resorts](#) [LON:IHG, NYSE:IHG (ADRs)] is a global hospitality company, with a purpose to provide True Hospitality for Good.

With a family of 17 hotel brands and [IHG One Rewards](#), one of the world's largest hotel loyalty programmes, IHG has around 6,000 open hotels in over 100 countries, and more than 1,800 in the development pipeline.

- **Luxury & Lifestyle:** [Six Senses Hotels Resorts Spas](#), [Regent Hotels & Resorts](#), [InterContinental Hotels & Resorts](#), [Vignette Collection](#), [Kimpton Hotels & Restaurants](#), [Hotel Indigo](#)
- **Premium:** [voco hotels](#), [HUALUXE Hotels & Resorts](#), [Crowne Plaza Hotels & Resorts](#), [EVEN Hotels](#)
- **Essentials:** [Holiday Inn Hotels & Resorts](#), [Holiday Inn Express](#), [avid hotels](#)
- **Suites:** [Atwell Suites](#), [Staybridge Suites](#), [Holiday Inn Club Vacations](#), [Candlewood Suites](#)

InterContinental Hotels Group PLC is the Group's holding company and is incorporated and registered in England and Wales. Approximately 325,000 people work across IHG's hotels and corporate offices globally.

Visit us online for more about our [hotels and reservations](#) and [IHG One Rewards](#). For our latest news, visit our [Newsroom](#) and follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#).

About ROI Hospitality Development, LLC

ROI Hospitality Development, LLC has over 30 years of experience in all aspects of hospitality management including both full service and limited-service hotels, as well as franchised restaurants. We are committed to consistently surpass guests' expectations by empowering our hotel management team and providing sound communication and direction.

Hotels Currently Managed by ROI Hospitality:

- Appleton, WI - La Quinta Inn & Suites
- Fond du Lac, WI - Country Inn & Suites
- Jefferson, WI - Best Western Plus
- Madison, WI - Cambria Hotel
- Oshkosh, WI - La Quinta Inn
- Pleasant Hill, IA - Sleep Inn & Suites
- Rhinelander, WI – Holiday Inn Express (New build opening in summer 2023)
- Wisconsin Dells, WI - Fairfield Inn & Suites
- Wisconsin Dells, WI - SpringHill Suites by Marriott

If you share our customer service and product quality goals, don't hesitate to contact us to learn more about the services we offer. To learn more, visit roihospitality.com.

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