



INTERCONTINENTAL.
AMSTEL AMSTERDAM

PRESS RELEASE

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JEROEN SIRAG APPOINTED AS DIRECTOR OF SALES & MARKETING AT INTERCONTINENTAL AMSTEL AMSTERDAM

Hendrik Bosch, General Manager of the *InterContinental Amstel Amsterdam*, has appointed Jeroen Sirag as Director of Sales & Marketing of the *Amstel Hotel*. He will be taking over from Sales Director Elisa Soregaroli, who will be continuing her career at the *InterContinental De La Ville Roma* in Italy. In his new capacity, Sirag will be responsible for all Sales & Marketing activities at the hotel. He will be reporting directly to General Manager Hendrik Bosch.

“While working as Senior Account Manager at *Stage Entertainment/ Joop van den Ende Theaterproducties*, I really missed the international and dynamic character of the hotel business. So when the opportunity to work at the renowned *Amstel Hotel* arose, the choice was easy. The position of Director of Sales & Marketing enables me to combine my commercial experience, my know-how and my carefully built-up network with 140 years of hospitality and service at the very highest level.”

Sirag started his career in 1994 in various Sales & Marketing capacities at *Grand Hotel Huis ter Duin* in Noordwijk aan Zee and *Hotel The Grand* in Amsterdam. In 2001 he left for London, where he worked at the five-star hotels *The Landmark* and the *Great Eastern Hotel*. In 2003, Sirag returned to work as Director of Sales at *Hotel The Westin* in Rotterdam, part of *Starwood Hotels & Resorts*. In 2006 he made the transition to *Stage Entertainment/ Joop van den Ende Theaterproducties*.

InterContinental Amstel Amsterdam has been regarded as the Netherlands' most prestigious hotel since it opened its doors in 1867. The hotel was recently proclaimed Best Hotel in the Netherlands by the *Condé Nast Traveler Gold List 2008*; it is the only Dutch hotel listed in the top 100 of *The World's Best Hotels 2008* and was awarded two *World Travel Awards 2007*, for being the Netherlands' Leading Hotel as well as the Netherlands' Leading Business Hotel. For more information, please visit www.intercontinental.com/ams-amstel.

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Note to Editors:

InterContinental Amstel Amsterdam is part of the InterContinental Hotels Group. InterContinental Hotels Group PLC of the United Kingdom is the world's largest hotel group by number of rooms. InterContinental Hotels Group owns, manages, leases or franchises, through various subsidiaries, over 3,600 hotels and 537,500 guest rooms in nearly 100 countries and territories around the world. 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®, Candlewood Suites® and Hotel Indigo™, and also manages the world's largest hotel loyalty programme, Priority Club® Rewards.

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