



INTERCONTINENTAL®
AMSTEL AMSTERDAM

PRESS RELEASE

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INTERCONTINENTAL AMSTEL AMSTERDAM WELCOMES NEW GENERAL MANAGER

Didier Boidin, Vice President Operations France, Benelux & Mediterranean, InterContinental Hotels & Resorts, has appointed Nils Axing as the General Manager of *InterContinental Amstel Amsterdam*, effective 4 January 2010. Axing will be transferred from Sweden where he is currently CEO/ General Manager of the *Grand Hôtel InterContinental Stockholm*. He will succeed current General Manager Hendrik Bosch who will retire after almost six years leading the team at *InterContinental Amstel Amsterdam*.

Didier Boidin: “We look forward to welcoming veteran hotelier Nils Axing, as he transitions from one grand hotel to another. We also thank Hendrik Bosch for his years of leadership at *InterContinental Amstel Amsterdam*, and for strengthening the position of the hotel in the local and global communities.”

Axing started his career in 1978 at the *Krogen Svarta Börsen* in Jönköping. He held various positions in the hotel & restaurant industry in Stockholm. In 1994, he joined the *Grand Hôtel InterContinental Stockholm*, and was appointed General Manager in 2004. Two years later, he was promoted to Managing Director and appointed as Chief Executive Officer at *The Grand Group*. Axing is also a lecturer of revenue management and leadership in several top Stockholm institutions and sits in various hospitality boards. His wife and three children will join him in Amsterdam.

InterContinental Amstel Amsterdam has been celebrated as the Netherlands’ most prestigious hotel since it opened its doors in 1867. The hotel has 79 guest rooms and suites, six banqueting rooms and two restaurants – including Michelin-star restaurant *La Rive* – as well as a fully equipped Health & Fitness Club. For more information please visit www.amsterdam.intercontinental.com.

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InterContinental Hotels & Resorts has over 160 hotels, located in more than 60 countries with local insight that comes from over 60 years’ experience. At InterContinental we believe that superior, understated service and outstanding facilities are important, but what makes us truly different, is the genuine interest we show in our guests. Our desire is to help guests make the most of their time. We connect our well-traveled guests to what’s special about a destination, by sharing our knowledge so they enjoy authentic experiences that will enrich their lives and broaden their outlook.

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