



PRESS RELEASE

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AMSTEL HOTEL PRESENTS NEW WEBSITE

The website of *InterContinental Amstel Amsterdam* has been completely revised by the hotel internet and marketing company *TIG Global*. www.amsterdam.intercontinental.com now reflects the *Amstel Hotel*'s look and feel: the luxurious atmosphere, attention to detail and outstanding location that characterize the hotel are reflected in sophisticated fashion. The website is aimed at an international English-speaking audience.

The website offers clear and user-friendly navigation and functionality. Its pages contain large photos and short, keyword-based texts. *Special Flash Imagery* was used for the pictures on the home page. The site provides links for making room reservations and signing up for e-mail notices and contains a unique, interactive section including a visual tour as well as various video clips.

In addition to offering information regarding the various rooms and suites, restaurants, facilities, package deals and special offers, a separate part of the site is dedicated to meetings, conferences and weddings. Enquiries can be made by means of an on-line form. In addition, insider tips from our expert concierges and information regarding the latest job openings can be found on the site.

The *Amstel Hotel* has been regarded as the Netherlands' most prestigious hotel since it opened its doors in 1867. The American company *TIG Global* is a full-service internet marketing company specialized in serving the travel industry. Since its foundation in 2001, *TIG Global* has extended its customer base to more than 800 hotels and resorts worldwide. For more information, please visit www.amsterdam.intercontinental.com and www.tigglobal.com.

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InterContinental Hotels & Resorts has over 150 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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