



Rochel Martin, General Manager

Creek Indian Enterprises Development Authority (CIEDA) is pleased to announce it has taken ownership of Atmore's Holiday Inn Express (HIE). The HIE is located off of Hwy. 21 and Interstate 65 and is in close proximity to Wind Creek Casino Atmore.

Stephanie A. Bryan, Tribal Chair and CEO of the Poarch Band of Creek Indians remarked, "The HIE brand has a long standing reputation of their standard of excellence for customer service and guest experience. We are excited to add this hotel to our investment properties, and are positive that this purchase will help our community grow in the process."

This is the seventh hotel investment property for CIEDA and the fourth such partnership with the Yedla Management Group, who will manage the day-to-day operations of the property.

"This property is a great addition to our current portfolio. It's perfectly situated in a high traffic area of I-65, so we are expecting continued growth to its already loyal customer base," stated CIEDA President/CEO, Cody Williamson.

The Holiday Inn Express is a brand under the InterContinental Hotel Group (IHG). This 80-room property will be undergoing a full renovation where it will be updated to the brand's Formula Blue design. The Formula Blue design was born in 2013 through the combined efforts of IHG and the IHG Owners Association, with the final product focused on both owner interests and guest satisfaction.

Formula Blue is meant to appeal to Holiday Inn Express's target guest—the "smart traveler." This type of guest is considered to be both self-sufficient and independent, so Formula Blue was developed to encourage this mindset with a design that puts sleep quality, simplicity, and ease of maintenance at the center of its concept.

"Our occupancy rates are already high, but we are confident that after the remodel, we will attract an even larger customer base. One of the best parts about the HIE is that our guests can accrue IHG Rewards Club Bonus Points which transfer across the IHG network of participating hotel properties. This quick earning rewards program dramatically increases guest loyalty and frequency of stay," stated Rochel Martin, HIE, General Manager.

By: Jen Chism, CIEDA Marketing Manager