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Holiday Inn Opens in LIC

By Paul Bubny

NEW YORK CITY-A \$31-million Holiday Inn has opened in Long Island City, Intercontinental Hotels Group announced on Thursday. The first Holiday Inn to open in 2009, the 75,000-square-foot, 136-key new build will carry the brand's new sign as part of the \$1-billion Holiday Inn relaunch program.

"We've invested \$31 million to build this property and are pleased with the end result," says Juan Bueno, general manager, in a release. "The New York City area is one of the most well-traveled markets for both tourism and business in the US, and it's a perfect fit for the Holiday Inn product." Adds John Merkin, SVP of brand management for Holiday Inn Brands, the Americas, "Development in the New York City market is key to expanding our Holiday Inn consumer base and growing an even stronger presence across the Americas."

Located at 39-05 29th St., the 16-story Holiday Inn Manhattan View is within walking distance to the New York City subway system and within driving distance of the city's three major airports, according to a release. First announced in 2007, the Atlanta-based hotel chain's relaunch program was established to create a more contemporary brand image, increase quality and drive consistency and is expected to be completed by the end of next year, the release states.

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