

For Immediate Release

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**HOLIDAY INN EXPRESS GREEN MOUNTAIN DRIVE
RELAUNCHES BRAND WITH NEW SIGNAGE**



Branson, MO —The Holiday Inn Express Green Mountain Drive is Branson’s first Holiday Inn Express featuring the brand’s new sign. This signage is part of the \$1 Billion dollar global relaunch of the Holiday Inn brands.

“The relaunch is a result of research showing what matters most to guests—a modern contemporary hotel with efficient, friendly service and a great night’s sleep,” stated

Chris Myer, Vice President of Marketing for Myer Hotels. Relunched hotels such as the Holiday Inn Express on Green Mountain Drive feature upgraded and decluttered lobby areas, the Holiday Inn Express signature scent and sound, new exterior lighting, new signage with the redesigned logo and more.”

Gail Myer, Vice President of Operations for Myer Hotels noted that “All Holiday Inn Express employees will also go through an extensive *Stay Real* training program to ensure guests receive the level of service they expect.”

The Holiday Inn Express is also putting the final touches on many extensive enhancements which include a new indoor pool, hot tub, game room, exercise room, gift shop and ticket services. “We are excited to enhance this hotel and give travelers even more reasons to stay with us,” said Myer.

The 120-room hotel is located at 2801 Green Mountain Drive in the Thousand Hills area of Branson, off Highway 76 Country Boulevard—just minutes to the shopping, dining and entertainment venues of Branson and features an extensive list of guest amenities including the complimentary *Express Start*[®] hot breakfast bar.

About Myer Hotels

In the lodging business for over 40 years, the Myer family has actively contributed to Branson’s hospitality market for 28 years and received numerous national awards. Myer Hotels includes the Best Western Center Pointe Inn, Best Western Music Capital Inn, Comfort Inn at Thousand Hills, Comfort Inn & Suites Branson Meadows, Comfort Inn West, and Holiday Inn Express – Green Mountain Drive. The properties emphasize excellent locations, countless amenities and exceptional customer service while focusing on great value in the upper mid-scale area. For more information about these hotels please visit www.myerhotels.com.

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