



## **FINAL RELEASE**

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### **Holiday Inn Hotel® Bossier City Shreveport Revamps Website**

**BOSSIER CITY, LA — September 22, 2006** — The Holiday Inn Hotel® Bossier City Shreveport in Northwest Louisiana re-launched its website this week. The hotel is a member of the Intercontinental Hotel Group and offers 212 well-appointed guest rooms as well as high-speed Internet access throughout the property. The website address is [www.hibossiercity.com](http://www.hibossiercity.com) and is live on the world-wide-web. The updated site features a new enhanced look, improved navigation, and easier access to information about the hotel and surrounding area.

“When we did our annual strategic planning recently, one area of opportunity that came up was to improve our existing private website for the hotel. With more and more guests using the Internet to shop for lodging accommodations we wanted to increase our visibility on the Internet,” remarked Wendy Goodwin, Director of Sales. “We’ve added new features such as a local events calendar, special information pages, specials and packages, as well as new links to make a reservation. Of course we kept some of our popular features such as local area attractions and businesses,” remarked Ms. Goodwin.

The website for the Holiday Inn Hotel® Bossier City Shreveport contains information about the amenities of the hotel as well as regional points of interest, businesses, leisure activities, and restaurants. Guests that book from [www.hibossiercity.com](http://www.hibossiercity.com) will be re-directed to the Intercontinental Hotel Group’s branded website for Holiday Inn where the best available rate will be obtained. In addition to the comfort of booking directly from Holiday Inn, the new website assures travelers that they will earn their valuable Priority Club® Rewards points. Priority Club® is Holiday Inn’s industry leading guest loyalty program that earns complimentary stays throughout the Intercontinental Hotel Group network and offers various ways to redeem your points for other travel and merchandise.

#### **About the Holiday Inn Hotel® Bossier City Shreveport**

The Holiday Inn Hotel® Bossier City Shreveport has a commitment to provide exceptional service and maintain guest loyalty. The hotel offers professionally decorated guest rooms that have all been renovated in 2006. All rooms offer complimentary high-speed Internet access. In addition to the full service Adam’s Restaurant & Lounge, and outdoor pool, expansive meeting space (6,400 square feet), guests enjoy convenient access to the major roadways in Bossier City including Interstate-20.

The hotel is ideally situated in the heart of Northwest Louisiana and the Bossier City Shreveport area located at 2015 Old Minden Road, Bossier City, LA 71111. The hotel offers convenient and quick access to the famed Casino District with five downtown casinos as well as the Louisiana Boardwalk Shopping Mall, LSU Shreveport, CenturyTel Center Arena, Sci-Port Discovery Center, and the Pierre Bossier Mall to name a few attractions. To learn more, visit their website at [www.hibossiercity.com](http://www.hibossiercity.com) where they feature even more information about the area. The hotel is managed by Dimension Development Company, Inc.

**About Dimension Development Company**

Since its formation in 1988, Dimension Development Company, Inc. has successfully developed, acquired, and managed full-service, all-suite, and limited feature hotels. The company’s various hotel partnerships have produced winning combinations in markets throughout the country. Dimension’s current management portfolio includes hotels in the Hilton, Intercontinental, Marriott, Cendant, and Starwood branded flags. The company operates hotels in twelve states, and is actively working to acquire and develop additional hotel properties.

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