



## News Release

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### **CONRAD INDIANAPOLIS: LUXURY HAS A NEW ADDRESS New Conrad Hotel Offers the Ultimate in Luxury for Business and Leisure Travel**

**INDIANAPOLIS, MARCH 28, 2006** – Conrad Indianapolis opened its doors on Monday, March 27, as the city's first true luxury hotel. It is the fourth Conrad hotel in the United States and the first to be constructed from the ground-up.

The 23-story tower, which includes 241 guest rooms, two dining options in the hotel's restaurant and lounge, 10,000 square feet of state-of-the-art meeting space and a business center, Spa Chakra™†, fitness facilities, and 15 private residences, is located at 50 W. Washington St. – in the heart of Downtown Indianapolis.

Located at one of the city's prominent intersections, the hotel is integrated into the innovatively designed Artsgarden, a public space for the performing arts, and Circle Centre Mall. A structure of concave glass and steel provides an uninterrupted path from the hotel's ballroom and meeting rooms to the Artsgarden and Circle Centre Mall. The hotel is within walking distance of the Indiana Convention Center and a short drive to both the Indianapolis International Airport and the Indianapolis Motor Speedway.

Conrad Indianapolis' monochromatic limestone-colored façade echoes the classic high rises of Indianapolis. The cap of the building is punctuated by an arcade of double-height windows and a strong crown that is illuminated at night to announce the building on the skyline. The tower is terraced at the top to enhance its verticality while providing a gentle transition from the body of the tower to the smaller-scaled buildings on the street. The terraced design also creates balconies for several of the private residences.

Entrances to the hotel and residences have been separated to create distinct identities for each. Residents enter the building on Illinois Street through an elegant steel and glass canopy that takes its cues from classic Park Avenue entries.

"Less than two years ago, we stood on the most coveted undeveloped block in Downtown Indianapolis and dreamed of completing the final piece of the magnificent Circle Centre Mall project – one envisioned by business and city leaders nearly 30 years ago," said Alvin Kite, president of Circle Block Partners and Conrad building owner. "This project represents more than the fulfillment of a dream. It is a rare opportunity for Indianapolis to add one of the crown jewels in hotel offerings – the Conrad – to an already outstanding stable of hospitality assets and heighten our ability to attract more visitors, more conventions and more great events, such as the NCAA Final Four to this great city in the years ahead. The Conrad will also become a resident community for 15 families who will call it home and enjoy the stature and culture of fine urban living."

Indianapolis Mayor Bart Peterson, said, "The Conrad represents the continuous growth and evolution of our downtown and its skyline. To see the bold vision for this development become a reality is tremendous, and it speaks volumes for the future success of our city," he said.

"Indianapolis already has the reputation as a world-class host city for major events, and the addition of a premier, high-rise hotel in the heart of our vibrant downtown will certainly raise that bar for success even higher."

A series of spectacular Conrad Indianapolis grand opening festivities is planned for May 2006.

Guests arriving at the hotel will have their business needs, leisure desires, unexpected whims and personal comforts met. A services representative will offer services, such as unpacking guests' belongings, a drink and cool towel or perhaps drawing a bath. Check-in will not be necessary for repeat guests. They will have their room temperature set to their preference. The technology offered in-room will be highly advanced with T-1 line access, as well as Wi-Fi connection throughout the hotel, three phones with direct dial into the room and call forwarding to any number.

These details are the responsibility of General Manager Jan Chovanec, whose role is to anticipate the needs of guests and ensure that the hotel's 225-person team delivers consistently exceptional service, in line with the reputed Conrad Service Culture Standards.

"When well-traveled guests come to a luxury hotel, they expect not only unparalleled service, but also to be pleasantly surprised. That's what we will offer at Conrad Indianapolis," Chovanec said. "We will treat guests as individuals and create the right experience for them," he added.

Guests dining in Restaurant du Soleil enjoy French-inspired cuisine in an elegant atmosphere of a traditional European brasserie. Renowned British chef Jonathan Wright creates classic dishes using his creativity to enhance the quality of traditional cuisine. Many ingredients are grown locally, and the farmers market is a great resource to the ever-changing menu. The 200-seat restaurant is open for all three meals and incorporates distinctive sections, including private group dining in the restaurant's wine vault and a seasonal sidewalk café for outdoor dining. Attire is business casual.

Located on the ground floor, Vitesse (meaning "speed" in French as a nod to the city's racing heritage), the hotel's lobby lounge, is a vibrant space that changes throughout the day. In the morning, gourmet coffee and light breakfast items are served in a relaxed atmosphere or packaged for guest to take with them. During lunch, guests may choose from a selection of small plates of appetizers, as well as a selection of freshly made sandwiches. Afternoon tea is served featuring an array of specialty loose-leaf teas and infusions, petite sandwiches, tea pastries and mini desserts. In the evening, a fabulous array of small plates, tapas, cheese, oysters and desserts is on offer. Guests also enjoy a vast selection of caviar and a broad selection of beverages from the champagne and wine cave.

Spa Chakra™† provides comprehensive health and wellness care in an environment that integrates conventional and holistic methods with a sensorial experience. Spa guests undergo a systematic analysis to customize their therapies. Each treatment is individually tailored according to their self-assessment questionnaire. This tool was developed to reveal primary stresses, be they nutritional, emotional, electromagnetic or physical. Then, therapies are tailored to target individual profiles.

The spacious fitness center, enclosed swimming pool, sauna, steam room and spa with 11 treatment rooms are amenities for both guests and residents as well as the public, by appointment and/or membership. The spa will open to guests in Spring 2006. The fitness center opens March 29.

### **Reservations**

For more information or to make a reservation at Conrad Indianapolis, visit [www.ConradHotels.com](http://www.ConradHotels.com), contact the nearest Hilton Reservations Worldwide office or the hotel directly.

**Editor's note:** Photos are available upon request. Please contact Danielle Falconer, Borshoff Johnson Matthews, at 317-631-6400 or [dfalconer@bjmpr.com](mailto:dfalconer@bjmpr.com). Photos of Conrad Indianapolis will also be available for download at [www.bjmpr.com/newsroom/ConradHotel](http://www.bjmpr.com/newsroom/ConradHotel) at 5 p.m. (EDT) Monday, March 27.

**About Conrad Hotels**

With award-winning properties in the U.S., U.K., Ireland, Belgium, Egypt, Turkey, Hong Kong, Singapore, Thailand, Indonesia, Japan, Australia and Uruguay, Conrad has 20 luxury business and resort and spa hotels in exotic and cosmopolitan destinations around the world. Seven new Conrad development projects are planned in the U.S., Indonesia, China, Thailand, Macau and the UAE for future openings between 2007 and 2008. Conrad Hotels offers value to its business and leisure customers by establishing and maintaining the highest levels of service delivery with the renowned 'Conrad Service Culture'. All Conrad Hotels customers benefit from the Hilton Honors® loyalty program. Conrad Hotels is owned by Hilton Hotels Corporation.

**Conrad Hotels was voted "World's Leading Luxury Hotel Brand" at the World Travel Awards 2005.**