

**FOR IMMEDIATE RELEASE**

Contact: Johnny Hill, General Manager  
Holiday Inn Pigeon Forge  
[jhill@cooperhotels.com](mailto:jhill@cooperhotels.com)  
[www.4lodging.com](http://www.4lodging.com)  
865-428-2700

**HOLIDAY INN PIGEON FORGE \$7 MILLION RENOVATION AND  
CONFERENCE CENTER ADDITION ARE COMPLETE**

PIGEON FORGE, Tenn., Feb. 3, 2009 – Management of the Holiday Inn Pigeon Forge today announced the completion of the hotel’s complete renovation and conference center addition.

“We are pleased to announce that the renovations to our 206-room hotel and the addition of our new conference center were completed on schedule,” said Johnny Hill, the hotel’s general manager. “The Holiday Inn Pigeon Forge now exceeds the high standards of the Holiday Inn brand, making it the premier full-service hotel in the area.”

The highlight of the renovation is the addition of a new 8,500 square foot conference center and 800 square foot boardroom, giving the hotel a total of 11,500 square feet of event space. Both facilities have state-of-the-art audiovisual equipment, Internet access and videoconferencing capabilities. Conferences and meetings for up to 1,100 guests can be held in the new conference center. Banquets and social events utilize the hotel’s upgraded, full-service catering capabilities.

Guestrooms received new furnishings, and bathrooms were updated with new counter tops, cabinets and water-efficient fixtures. Hotel corridors, existing meeting rooms and public areas also received a complete makeover.

The renovation also includes a completely redesigned hotel exterior, new landscaping and enhanced lighting throughout the grounds and parking areas. An all-new lobby featuring a large freestanding fireplace was created with natural stone and native wood accents. A contemporary restaurant was created just off the main lobby along with a fast-casual marketplace providing convenient food and beverages.

For group information or bookings at the Holiday Inn Pigeon Forge visit [www.4lodging.com](http://www.4lodging.com) or contact the on-site group sales professionals at 1-800-555-2650 or e-mail [jfield@cooperhotels.com](mailto:jfield@cooperhotels.com).

###

