MEDIA CONTACT: B Public Relations
Catie Mayer
catie@wearebpr.com
Jordan Blakesley
jordan@wearebpr.com
(303) 658-0605

HOTEL INDIGO DENVER OPENS IN DOWNTOWN DENVER'S UNION STATION NEIGHBORHOOD

New 180-Room Boutique-Style Hotel Now Welcoming Guests

DENVER – February 6, 2017 – Today, Hotel Indigo Denver officially opens its doors. Located at 1801 Wewatta St., in downtown Denver's thriving Union Station neighborhood, the Mile High City's newest boutique-style hotel features 180 guestrooms and 1,188 sq. ft. of meeting and event space.

Hotel Indigo Denver delivers a vibrant, engaging and genuine lifestyle experience that invites guests to discover their perfect Denver day. Located in the heart of LoDo, in close proximity to many of Denver's top attractions, including Union Station, the Denver Performing Arts Complex, Larimer Square, Coors Field, the Colorado Convention Center and the RiNo Arts District, the hotel embraces its locale in both design and service.

The LEED-Certified building, designed by internationally recognized architectural and engineering firm, John Portman & Associates, features a multi-faceted façade of stacked elements, including inviting transparent glass on the ground floor, perforated metal screening and floor-to-ceiling glazing. Artwork evokes memories of the Colorado gold rush, which put Denver on the map on its way to prosperity.

Hotel Indigo Denver's interior delivers a fresh, unique and locally inspired design without compromising comfort. The distinctly appointed guestrooms feature hardwood floors; polished concrete ceilings; interior sliding barn doors; oversized beds with throw pillows and a plush duvet; spa-inspired showers with complimentary Aveda products; oversized desk space; and murals depicting Denver, the Rocky Mountains and Colorado's Front Range. A complimentary, 24-hour fitness studio offers Lifestyle cardiovascular equipment, free weights, televisions, showers and locker rooms.

An original art installation by Denver-based sculptor Norman Epp serves as a focal point in the hotel's lobby. The large sculpture, titled "Wildwood Cronesong: Survival," incorporates a black cherry tree's single section of trunk, as well as steel elements. The piece speaks to Colorado's Rocky Mountains, while still harmonizing with Hotel Indigo Denver's clean and contemporary design.

The hotel's 1,188 sq. ft. of meeting and event space includes three rooms, accommodating up to 200 guests in a variety of layouts. These include the Hickenlooper Boardroom, as well as the Green Room and the Russell Room, which can be combined into a larger Green Russell room. All are equipped with the latest amenities, including high-speed wireless Internet access and digital projectors.

Hotel Indigo Denver is a proud pet-friendly hotel, offering a range of amenities for guests' furry friends, including treats, canine cocktail hours and dog-walking services. All guests – two-legged and four-legged alike – receive a warm welcome from the hotel's resident dog ambassador, Barkly.

Additionally, a unique resource to its guests, Hotel Indigo's family members are Denver experts who live, work and play in the Mile High City, and they are eager to coordinate varying itineraries. Foodies, sports fanatics, outdoorsmen, art connoisseurs and craft beer lovers alike will discover something to enjoy in Denver, including its lively culinary offerings, seven professional sports teams, innovative brewing and distilling scene, and more than 300 days of sunshine a year. No

matter their interests, Hotel Indigo's resident gurus are passionate about helping guests discover their perfect little Denver something, somewhere off the beaten path.

To further guide guests' experiences, the hotel offers an array of packages, such as a sports fanatic package, which includes in-room baseball-themed snacks and tickets to cheer on the Colorado Rockies at nearby Coors Field, and a brewery walking tour package, which invites guests to explore Denver's thriving craft beer scene.

"From the murals on our walls to our passionate and knowledgeable family members, Hotel Indigo Denver authentically speaks to its neighborhood, and we're looking forward to providing a truly exceptional and local experience for years to come," said Amy Healy, Hotel Indigo general manager.

An InterContinental Hotels Group (IHG) hotel, the property was co-developed by Portman Holdings, a commercial real estate company concentrating on urban, well-designed development and redevelopment projects, and Hensel Phelps, one of the largest general contractors and construction managers in the United States, and is managed by Hospitality Ventures Management Group (HVMG), an Atlanta-based, private hotel ownership and management company.

"With its one-of-a-kind location in LoDo, expert staff and its local, experiential nature, we are confident that the Hotel Indigo Denver quickly will resonate with locals and guests alike as it establishes itself for the preferred destination of leisure and business travelers to the area," said Robert S. Cole, founder, president and CEO of HVMG.

For more information, and to make reservations, visit www.IndigoDenver.com. Connect with Hotel Indigo Denver on social media at www.Facebook.com/HotelIndigoDen and www.Instagram.com/HotelIndigoDen.

About Hotel Indigo Denver
Anchoring downtown Denver's thriving Union Station neighborhood, Hotel Indigo Denver delivers a refreshing and inviting guest experience that is truly reflective of the Mile High City. 180 distinctly appointed guestrooms within the LEED-Certified building feature hardwood floors, polished concrete ceilings, interior sliding barn doors, oversized desk space, and murals depicting Denver, the Rocky Mountains and Colorado's Front Range. Other highlights include 1,188 sq. ft. of meeting and event space, a 24-hour fitness studio and easy access to many of Denver's attractions, including Union Station, the Denver Performing Arts Complex, Larimer Square, Coors Field, the Colorado Convention Center and the RiNo Arts District. Hotel Indigo Denver delivers a vibrant, engaging and genuine lifestyle experience that gives guests the confidence to step out and discover their perfect Denver day, guided by the hotel's family members and resident Denver gurus. Hotel Indigo Denver offers a range of amenities for guests' furry friends, as well as a warm welcome from the hotel's resident dog ambassador, Barkly. For more information, visit www.IndigoDenver.com.

About Hospitality Ventures Management Group
Hospitality Ventures Management Group is a privately owned, fully-integrated hotel investment and management group that specializes in turning around and repositioning underperforming hotels as well as maximizing the performance of stabilized hotels. It currently operates 31 hotels in 15 states totaling 5,704 guest rooms. HVMG operates independent and boutique hotels, and resorts, as well as full-service, select service and extended stay hotels under the Hilton, Marriott, Hyatt, Starwood and IHG brands. Visit www.hvmg.com for more information.

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