



FOR IMMEDIATE RELEASE

## **Holiday Inn Chicago Mart Plaza River North Sets the Bar High to Satisfy Business Demands for Hi-Speed Wireless Internet and In-room Entertainment**

**Chicago, IL – 11/10/16** – Holiday Inn Chicago Mart Plaza River North ([www.martplaza.com](http://www.martplaza.com)), soon celebrating its 40<sup>th</sup> Anniversary, continues to be a leader in guest satisfaction spending over \$40 million to enhance the guest experience. Recently completing a total re-build of its Internet capabilities, the hotel spent over a half-million dollars upgrading to a new, state of the art enterprise grade solution via a Cisco Meraki Cloud based network. The installation of Cat6 cabling, 250 mbps of shared bandwidth, and nearly quadrupling the number of high performance access points, now located within the guestrooms, to improve the overall guest experience and establish this hotel as a leader in Chicago hotel connectivity.

The installation of 49” LG LCD TVs in each newly renovated guestroom and suite allow guests access to premium channels with a customized, interactive SONIFI experience with HDTV quality picture and sound. With unique, additional channels including Comcast Sports, Big Ten Network, Golf Channel, and NFL Network, sports fans can feel at home and cheer on their team from the comforts of their guestroom while utilizing our complimentary hi-speed wireless internet allowing them to stay connected throughout their stay.

This flagship Holiday Inn opened in early 1977 as the largest hotel in the chain and is connected to the iconic Merchandise Mart, originally built to accommodate the apparel, furniture, and gift market.

**“Business conducted in the Merchandise Mart has continued to evolve over the years with the changing clientele and Hi-Tech companies that continue to move into the Merchandise Mart. Such companies such as Lenovo/Motorola Mobility, ConAgra, Rocket Fuel, and the think tank 1871 demand the highest level of connectivity.” - Brian Cooney, General Manager of the Holiday Inn Chicago Mart Plaza River North**

The Holiday Inn Chicago Mart Plaza River North is a full service, 521 room hotel located in the bustling River North area that caters to upscale leisure and business clientele. Boasting panoramic views of the Chicago River and famous Chicago Skyline, the contemporary hotel is adjacent to global design hub the Merchandise Mart, and located just blocks from the “Magnificent Mile,” Chicago’s most coveted attractions and the “Loop” business district. For events of any size, the Holiday Inn Chicago Mart Plaza River North offers 25,000 square feet of flexible meeting space, tailored event packages, and both intimate and grand wedding celebrations. Varied dining options include Merchants Cafe, Merchants Market, and Cityscape Bar offering unmatched views of the Chicago skyline and award-winning cocktails.

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