

Kinseth Announces Ribbon Cutting and Grand Opening of the Avid hotel in Monona, WI!

FOR IMMEDIATE RELEASE

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Kinseth Hospitality Company (KHC) is pleased to announce the official Ribbon Cutting and Grand Opening Celebration of the Avid by IHG hotel in Monona, WI. The grand opening ceremony for the Avid by IHG, located in at 900 W Broadway took place on Tuesday, February 11, 2020 with over 150 in attendance. To kick-off the event, Mary O'Connor, Mayor of Monona; Tom Stolper, Chairman Monona Community Development Authority; Bill Morgan, Monona East Side Business Alliance; Diane Morgenthaler, Executive V.P. Destination Madison; Adam DeLange, IHG Director, Brand and Commercial Performance; and Bruce Kinseth, Executive V.P. Kinseth Hospitality; shared their excitement about the new Avid by IHG hotel.

"Kinseth Hospitality Companies is excited to open the 6th avid hotel in North America to the community of Monona, Wisconsin," expressed Bruce Kinseth. "This new hotel provides a fresh, modern design the every day traveler will enjoy."

The new avid hotel Madison- Monona hotel is located near the eastern shore of Lake Monona and the Yahara River at West Broadway and Bridge Road; just minutes away from downtown Madison, the Dane County Regional Airport, the University of Wisconsin Madison and Madison College and centrally located in the new Riverfront Park next to shopping, dining, entertainment, and waterfront activities. When you return to relax at this Monona hotel, you'll find we focus on getting the essentials right, every time. So you can always expect a sound sleep, with high quality mattresses and bedding and blackout roller shades. We promise your room will be just right, spotlessly clean and ready for your stay, with plenty of storage, a 55" HD TV, free Wi-Fi, and refrigerator. In the morning, come down to the lobby for your free Good all round breakfast and fresh bean to cup coffee. Enjoy a range of high quality items on site, or simply grab and go. For fitness fans, warm up and work out in our brand new gym.

About Avid by IHG

Avid by IHG is a revolutionary midscale hotel brand, offering an inviting lobby and guest rooms designed for sleep with interiors that create unique, welcoming spaces that are calming and reassuring. Guests will enjoy amenities such as rooms designed for sound sleep, complimentary breakfast, a fitness center, computer access, in-room entertainment and content casting capability, high-speed Wi-Fi, and a Marketplace integrated into the front desk. Avid by IHG is the newest addition to IHG's portfolio of market-leading brands. Learn more at www.avidhotels.com.

About Kinseth Hospitality

Kinseth Hospitality is a leading hotel management, development and ownership company. Kinseth has a proven track record of developing and operating award-winning hotels, restaurants and meeting facilities. Kinseth Hospitality is based in North Liberty, Iowa, and currently operates over 80 hotels and 6 branded restaurants in 15 states.

For more information regarding KHC, please contact our Corporate Sales and Marketing Team at 319-626-5600 or visit www.kinseth.com.