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InterCom® Brands New Lobby Bar Experience for Hilton Orlando Bonnet Creek



February 25, 2015 - Newport Beach, CA – When Hilton Orlando Bonnet Creek decided to spend millions to revamp their lobby bar and create a distinctive atmosphere, they set out to find a creative partner to brand the new lounge experience in a way that would resonate with a diverse group of hotel guests, including families and meeting attendees. InterCommunicationsInc® threw their hat in the ring and was awarded the business based on preliminary branding concepts. In addition to naming the new bar, InterCom® created the logo, fully developed brand story, employee script for server/bartender training, environmental recommendations and launch party invitation eblasts.

“With a short timeline and quick turnaround, we were able to listen to and grasp the needs of our client and come up with something highly creative that will relate to our family and meeting target in Orlando,” said Toni Alexander, President and Creative Director of InterCom. “Hilton Orlando’s lobby bar was already a popular gathering place. By combining the charm and nostalgia of another era with a stylish, modern sophistication, the new brand sets the stage for an engaging social experience that will have patrons and press alike buzzing about the Bonnet sisters.”

Earlier this summer, the hotel's ownership hired internationally renowned Leo A. Daly Architects to draw up plans for the new lobby bar concept, creating more expansive indoor/outdoor seating with fire pits, a larger and more energetic bar experience, more diverse seating options that flow into the lobby and a visual conception that created excitement. Construction started in early August and InterCom was invited to participate in an RFP in October. After wowing the client and winning the contract, InterCom went to work translating the creative vision of the physical space into an experiential story that sets the stage for a guest experience that transcends the ordinary and transports hotel guests to a different time and place. The new lobby bar, Myth Bar, is slated to launch January 20th.

Surrounded by Walt Disney World® Resort and offering easy proximity to Downtown Disney®, Hilton Orlando Bonnet Creek is a magnificent luxury resort nestled within 482 pristine, wooded acres. Open since October 2009, the resort features 1,001 spacious guestrooms, 132,000 square feet of flexible meeting and event space. Guest amenities include a three-acre lazy river pool with waterslide and private cabanas (which the new bar overlooks), a fitness center, daily recreational activities, a full-service business center and six extraordinary dining experiences, including the renowned La Luce by Donna Scala. Hilton Orlando Bonnet Creek is the recipient of the prestigious 2013 Connie Award, the highest honor bestowed by Hilton Hotels Worldwide, awarded to the top hotel of the year based on quality assurance scores and customer satisfaction scores.

InterCommunications is a full-service branding, marketing and communications company with 30 years of experience in the leisure, lifestyle and real estate industries, including primary homes, second homes in resort communities, hospitality developments, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.