



HOLIDAY INN EXPRESS® BRAND “PANCAKE SELFIE EXPRESS” BY THE NUMBERS FACT SHEET

- It would take **23,506,560** pancakes laid end to end to cover the **1,484** mile Pancake Selfie Express journey from Dallas to San Francisco.
- A stack of **35,808** pancakes would reach the top of the Golden Gate Bridge in San Francisco, while it would only take a stack of **26,928** to get to the top of Reunion Tower in Dallas.
- To fill the Grand Canyon it would take approximately **880,792,359,392** Pancake Selfie Express pancakes! That’s a lot of syrup...
- The average American 16-25 year old woman spends **about five hours** a week taking photos of herself, which would total about **60 selfie pancakes** from the Pancake Selfie Express selfie machines!
- The average American selfie session lasts for **16 minutes** – in that time, the five Holiday Inn Express one-touch pancake machines on the Pancake Selfie Express journey could have made **80 pancakes!**
- If you laid **20,592** Holiday Inn Express pancakes end to end they would reach the length of the Hollywood Walk of Fame
- **An estimated 35,000** total pancakes projected to be served during Pancake Selfie Express tour
- **4,215** total miles to be traveled by the Pancake Selfie Express truck
- **35,000** plates, **35,000** forks and **35,000** knives to be used by Pancake Selfie Express fans throughout the month of September
- **1,560** pounds of batter and **49,000** ounces of Maple Syrup used to create one-of-a-kind stacks of selfie pancakes on the Pancake Selfie Express
- **134** hours will be spent by the Pancake Selfie Express making pancakes
- **18** interstates will be traversed by the Pancake Selfie Express truck
- **Five** pancake machines on-site, each producing **one** pancake per minute
- **One** amazing Pancake Selfie Express
- An estimated **26 million** pancakes served last year in Holiday Inn Express hotels across the U.S. and Canada
- Approximately **6.5 Million** pancakes served during the Holiday Inn Express brand Pancakes at Night promotion
- Approximately **2,000** pancake machines in Holiday Inn Express hotels across the U.S. and Canada