

2023

MEMBERSHIP

**Strengthening
the Returns
on Members'
Investments in
IHG Hotels**

IHG OWNERS
ASSOCIATION

Established in 1955 by Holiday Inn® founder Kemmons Wilson, the IHG Owners Association represents and advocates for the interests of owners and operators of IHG® Hotels & Resorts around the world. We are an independent, not-for-profit organization focused on strengthening our members' returns on their IHG hotel investments.

With thousands of members worldwide, we represent the majority of IHG's franchisees. We receive direct feedback from our membership on their perspectives, which we then share with IHG leadership in actionable, meaningful ways—accomplished primarily through our Working Groups. These Committees and Task Forces meet with IHG regularly to discuss strategies and initiatives for their brands and key functional areas including technology, loyalty, sales, procurement, operations and others.

The Association continuously advocates for programs, standards and initiatives that will serve the best interests of our members, both practically and financially. Here are some of the many ways our recent advice and counsel to IHG created significant, measurable value:

- IHG's relaunch of its loyalty program, **IHG One Rewards**, included significant cost savings through the elimination of both the enrolling stay assessment and the Gold Welcome Amenity.
- The new **subscription-based training model** provides meaningful cost savings and a streamlined process for owners globally.
- **Formula Blue 2.0** reflects clarifications and extensive adjustments, saving many owners more than \$100,000 per property.
- The **employee safety device standard** is being deployed at a fraction of the cost of the original plan.
- **HP Aruba was approved** for owners in EMEAA, providing substantial cost benefits.
- The replacement schedule for **bulk amenity bottles** was extended from 90 to 180 days globally.
- We advocated on behalf of owners across Europe to help recoup costs associated with **Multilateral Interchange fees**.
- We established **IMEA franchise owner meetings** to support hoteliers across the region.

The Association has continued to expand its indispensable benefits, including:

- The launch of the **IHG Owners Association Healthcare Program**, powered by Decisely.
- The establishment of the **IHG Owners' 5G Revenue Program**.

Gain Access

- Our exclusive **Free Nights Program** provides access to twenty-five (25) free room nights at all member hotels around the world, enabling you to enjoy travel for less.
- As an Association member, you'll receive a complimentary upgrade to **IHG One Rewards Platinum Elite status**, giving you valuable benefits like potential upgrades, priority check-in and late check-out.
- Get access to discounts and special offers on the items and services you need to successfully run your hotel with our **Allied Member Program**, which connects our members with leading industry partners and suppliers.

Gain Insights

- The **Member Center** knowledge base empowers you with timely, relevant information and valuable resources to help drive revenue and control costs through a state-of-the-art online platform.
- Get the inside story on the Association, IHG and our industry through our exclusive **publications**, including the quarterly *OWNER* magazine, weekly myConnect digital newsletter and much more.
- Our **Expert Sessions** and **Strategic Partnerships** help owners obtain powerful resources and services, including performance benchmarking for properties and the IHG Owners Association Healthcare Program.

Gain Influence

- Our **Working Groups** are comprised of owner volunteers who represent your interests on critical topics through advice and counsel with key IHG senior executives and stakeholders.
- Share your feedback on issues through **surveys** and the **Global Text Messaging Program**. Your opinion matters, and aggregated feedback is shared with IHG to present owners' views regarding critical subjects on an anonymous basis.

We Are Better Together

Activate your Association membership for 2023 by scanning the QR code or by contacting your regional representative. See below for 2023 membership dues.



2023 DUES PER PROPERTY*

# Rooms (per hotel)	2023 Annual Dues
1 - 80	\$410
81 - 100	\$495
101 - 125	\$510
126 - 150	\$530
151 - 175	\$610
176 - 200	\$620
201 - 250	\$630
251+	\$720

*Dues must be paid for all eligible properties. For membership requirements, visit www.owners.org/requirements. For more information on the Free Nights Program, including terms and conditions, visit www.owners.org/freenights.

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