

2018

IHG OWNERS

A S S O C I A T I O N

Member Features & Benefits

**BETTER
TOGETHER**
TO ENHANCE OWNER RETURNS

REPRESENTING HOTEL OWNERS AND INVESTORS WORLDWIDE

The IHG Owners Association – originally established by Holiday Inn® founder Kemmons Wilson in 1955 – was the first Association of its kind in the hotel industry. It currently represents the interests of owners and operators of more than 3,500 InterContinental Hotels Group® (IHG®) properties in Europe, the United States, Africa, the Asia Pacific, Canada, the Caribbean, China, Latin America, Mexico and the Middle East. The IHG family of brands include InterContinental® Hotels & Resorts, Hualuxe®, Kimpton® Hotels and Restaurants, Crowne Plaza® Hotels and Resorts, Hotel Indigo®, EVEN Hotels®, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®.

The IHG Owners Association represents the voice of IHG hoteliers around the globe by collaborating with IHG senior executives to build brand value and drive down costs – while maintaining and improving quality. The Association leads strategic Working Groups that advocate for owners on franchised hotel operations in order to increase ROI, cultivate guest preference, encourage sustainability and drive long-term gains. The IHG Owners Association is committed to helping shape the future of your business.

Membership in the IHG Owners Association can help increase returns, streamline productivity, energise strategies and position you for long-term success.

HELPING YOU ACHIEVE SUCCESS

The IHG Owners Association is dedicated to helping owners achieve success in the hospitality industry. Our unwavering commitment to quality, our belief in the necessity of teamwork and our understanding of the importance of ROI are reflected in our mission statement: **Better Together to Enhance Owner Returns.**

The Association works hard throughout the year to represent and advocate for our members' best interests.

Throughout 2017, the IHG Owners Association provided expert advice and counsel to ensure that IHG standards brought for discussion were thoroughly researched, cost-efficient and beneficial to the IHG owner estate. Below are some of the accomplishments the Association has had that impact owners' bottom lines.

- Produced a tool with IHG that tracks net RevPAR and the impact of Your Rate against hotel cost of sale.
- Formed a global Task Force focused on the cost model for IHG's new Guest Reservation System (GRS). This system is due to launch at the end of 2017.
- The Association and IHG are collaborating on a three-year, ongoing project overseeing the new GRS's functionality.
- Established a new Reward Night reimbursement policy with the IHG® Rewards Club. It had a collective annual savings for owners of \$19 million USD.
- Introduced an improved Free Nights Program for IHG Owners Association members, with online booking, enhanced hotel protections and improved yield management features.
- Over the past 12 months the Europe standards committee has offered advice and counsel on over 100 standards and ensured that costs have been kept as low as possible for owners.
- Worked with IHG to reduce the "lookback" window for Performance Marketing for an annual savings for owners of \$11 million USD.
- Reduced the costs associated with IHG Connect in Europe. The total Internet Solution is now 21% lower than the original quote in January 2017. Cost price is capped over the next 5 years and a robust waiver process is in place for hotels with a Heart-beat score of 75 and above.
- Through Working Groups Advice and Counsel, the IHG Frontline Programme has been replaced with a system which allows all owners to access it, free of charge.

COMMITTING TO QUALITY

IHG-brand owners understand the benefits of staying educated and maintaining healthy ties to their brand family. Owners want their voices to be heard and want networking opportunities with other owners and operators. Most of all, owners want to maximise their investments.

More than **76%** of IHG franchisees around the world believe in the value of an IHG Owners Association membership.

JOINING THE ASSOCIATION

Join today and benefit from the Association's knowledge, reach and reputation. Your entire membership application can be filled out online at www.owners.org/membership.

And once completed, you can print your 2018 membership card by logging into your membership account. Or, if you need help with your application, contact our Europe office at 00.44.1895.512.289 or at membership@ihgowners.org.

2018 DUES PER PROPERTY*

NO. OF ROOMS	2018 ANNUAL DUES
1 - 80	\$395
81 - 150	\$495
151 - 250	\$595
251 or more	\$695

Additional cards: \$500 each

*Dues must be paid for all eligible properties.

For membership requirements, please visit our website at www.owners.org/requirements. For terms and conditions of the Free Nights Program, visit www.owners.org/freenights.

**For more information on
IHG Owners Association
membership and its benefits,
visit www.owners.org.**

MEMBER BENEFITS

Joining the IHG Owners Association not only gives you a voice within IHG and the industry, it opens a world of privileges and benefits.

STAY INFORMED

- Take advantage of Association educational opportunities, including the Emerging Leaders Network, which encourages and cultivates critical skill development for young leaders.
- Learn about topics that impact your business from our volunteer committees and task forces as they provide advice and counsel to IHG on brand standards and business programs.
- Stay on top of important industry trends, best practices and hospitality news through the Association's e-newsletters, *OWNER* magazine, website and more.

BE CONNECTED

- Network with your peers to gain insights at regional meetings and exclusive member events.
- Together we're stronger, and as a member of the Association, you'll gain access to volunteer opportunities that increase your knowledge and build your business – and your reputation.
- Stay savvy about legislative initiatives affecting the lodging industry through IHG Owners Association advocacy – participating in specialised Working Groups or remaining aware of the industry's current innovations and challenges.

BE REWARDED

- Enjoy an Annual Allocation of 25 free nights at Association member hotels around the world through our Free Nights Program.
- All Association members are extended the complimentary Hertz Gold Club membership, which offers express service at more than 1,000 locations worldwide.
- Receive a complimentary upgrade to Platinum Elite status on your IHG® Rewards Club membership.
- Gain access to exclusive discounts and offers from the Association's Allied Member Program.
- Every member hotel receives a card to the complimentary room night programme.
- Enjoy a 20% discount when participating in IHG Business School.

Join today!

Nobody invests more in
your success than the
IHG Owners Association.

We Are Better Together.

IHG OWNERS

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