

# 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 the United States, Africa, the Asia Pacific, Canada, the Caribbean, China, Europe, 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, energize 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 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).
- 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 Association members, with online booking, enhanced hotel protections and improved yield management features.
- Worked with IHG to implement IHG Rewards Club Welcome Amenities in the MLAC region. Amenities include rewards points or a snack and drink and are given to Rewards Club members upon check-in.
- Over the last two years, Working Groups provided advice and counsel regarding Crowne Plaza Accelerate, as well as helped implement a reimbursement plan for compliant hotels to offset the costs of the new program.
- Working Groups offered advice and counsel regarding the IHG® Way of Clean program, which assists hoteliers in streamlining their housekeeping processes and providing a consistent experience.
- Worked on improvements to the Holiday Inn, Crowne Plaza and Hotel Indigo F&B programs.
- Worked with IHG to reduce the "lookback" window for Performance Marketing for an annual savings for owners of \$11 million USD.
- Reduced costs associated with IHG Connect in Europe. They are now 16 percent lower than comparative hotels in the region.
- Made it possible to buy bathroom amenities in bulk for Holiday Inn Express and extended-stay brands, which created an average savings of approximately \$5,000 per property.

## 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 maximize 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](http://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 membership team at 770.604.5555, option 1 or at [membership@ihgowners.org](mailto: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](http://www.owners.org/requirements). For terms and conditions of the Free Nights Program, visit [www.owners.org/freenights](http://www.owners.org/freenights).

**For more information on  
IHG Owners Association  
membership and its benefits,  
visit [www.owners.org](http://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 — whether it's by donating to INN PAC, participating in specialized 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.

# Join today!

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

**We Are Better Together.**

## IHG OWNERS ASSOCIATION

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