

2017

complimentary
room program

HOTEL

GUIDELINES & PROCEDURES



Dear IHG Owners Association Member Hotel,

It is my privilege to welcome your hotel as a participating Member Hotel for 2017. Enclosed is the 2017 IHG Owners Association Complimentary Room Program Guidelines and Procedures.

As a **2017 Member Hotel**, your hotel must accept bookings through the IHG Owners Association Complimentary Room Program for all 2017 membership cardholders. This program is sold through the HOLIDEX[®] Plus system and is booked through the CRO channel. The Owners Rate category is “INIHI” and this has a dedicated Rate Code (FX) for this rate category that is used by IHG Owners Association Members when booking the complimentary rooms under this program. Adherence to correct rate loading procedures is mandatory and will also eliminate unnecessary guest relations issues.

You are encouraged to review and share the contents of this brochure with all of your front desk staff so that everyone stays informed on program guidelines to ensure the best possible guest experience. This information is also available online at www.owners.org/guidelines. Thank you for your continued support of the IHG Owners Association.

Best Regards,



Don Berg
CEO, IHG Owners Association



1.0

INIHI RATE CODE (OWNERS RATE) HOTEL RATE LOADING INSTRUCTIONS

As a participating member of the IHG Owners Association, your hotel must participate in the Complimentary Room Program. The program is sold through the HOLIDEX® Plus system and is booked through the CRO channel. To ensure that the CRO can book a room, if available, the Global MBSS Corporate Accounts team (mbss.corporateaccts@ihg.com) will automatically load the Owners Rate in your system using the steps below:

1.1 IHG has created a dedicated Rate Code (FX) for Rate Category INIHI that is used by IHG Owners Association members when booking complimentary IHG hotel rooms. This Rate Code was created to globally align the INIHI Rate Category and ensure rate rules for the program (including both the complimentary rate and last room availability) are adhered to.

1.2 Rate Category INIHI is activated in the HOLIDEX® Plus system and associated to the Flat Rate Code FX as above.

1.3 IHG Owners Association membership status will be marked as “Yes” in Hotel Content Manager (HCM) to designate you are a member hotel.

1.4 Member hotels are allowed 50 Blackout Dates per calendar year for Rate Category INIHI. **It is the hotel’s responsibility to load their Blackout Dates** for this rate category for their high demand or special event dates. For more information on how to load Blackout Dates, go to MERLIN. Once logged into MERLIN:

- Select the INITIATIVES tab.
- Page through the INITIATIVES until you reach the HOLIDEX® Plus link. The Initiatives are listed alphabetically OR you can Search for “HOLIDEX Plus” in search bar here.
- Once there, choose RESOURCES.
- Enter K1 and K3 in the Search Resources Keyword.
- K1 will display the Overview of Blackout Dates lesson; K3 will display the Rate Category Blackout Dates lesson and the job aids that go with them.

If you need any assistance with these loading procedures, please contact Global Technology Support at 800.810.4499.

1.5 Rate Category INIHI **will** be available during a special event or special requirement as defined in the HOLIDEX® Plus system, **unless** you have Blackout Dates loaded during this time frame.

1.6 Please ensure that the rate is configured in your PMS (based on your PMS’s procedures) either by auto download or manual configuration. If you are unsure of your PMS set up, please refer to your PMS system guide or PMS support desk.

2.0

HOTEL QUESTIONS & PROCEDURES

2.1 Do I have to accept IHG Owners Association reservations at my hotel(s)?

Yes. As a member of the IHG Owners Association, your hotel must participate in the Complimentary Room Program Owners Rate (Rate Code INIHI). The program is sold through the HOLIDEX® Plus system and is booked through the CRO channel. The INIHI Rate Category is automatically loaded for your hotel by the Global MBSS Corporate Accounts team and associated with a Flat Rate Code (FX) of .01 (or 1 if the hotel is a hotel that does not use a decimal currency) within 1-3 weeks of becoming a member of the Association.

Member hotels not having the INIHI Rate loaded “correctly” (*i.e.*, a Flat Rate code of .01 cents or 1 only) for all room types under this rate category, found upon audits, will be in violation of the program guidelines which may lead to a hotel’s membership termination, the termination of membership card(s) and termination of the membership for the hotel’s ownership group.

2.2 How many Blackout Dates does my hotel receive each calendar year?

Member hotels are allowed up to **50 Blackout Dates per calendar year** for Rate Category INIHI. **It is the hotel’s responsibility** to load their Blackout Dates for this rate category for their high demand or special event dates. For more information on how to load Blackout Dates, refer to **Section 1.4**.

2.3 Can an IHG Owners Association member use the Owners Rate to book a room during a hotel/industry-related event at my hotel, even if they are not attending the event?

No. An IHG Owners Association member may not book the Owners Rate during any hotel or industry-related meetings, events or hotel conventions. This includes meetings hosted by the IHG Owners Association, IHG meetings and events. Members are not allowed to book the Owners Rate for any hotels impacted by the industry event within a 50-mile radius. Examples of industry-related events can be found in **Section 3.9**. However, both the member hotels and member cardholders are responsible for being aware of industry-related events. **Member hotels are urged** to keep current on events that will impact their destination and utilize Blackout Dates to close out Owner Rates during such industry events and to do so well in advance of the special/industry event in their area to prevent Owner Rate bookings during those dates. Responsible practices and adherence to these guidelines by both member hotels and the cardholders will eliminate unnecessary guest relation issues. If a hotel has any Owners Rate reservations booked during an industry convention (*e.g.*, an IHG or AAHOA Conference), hotel may change the booked Owners Rate to a different rate and offer the member booked at this rate an alternate rate for their reservation. However, if the hotel does this, they must notify the member about this rate change well in advance of their arrival so that

member is advised of this change and has ample time to either accept this reservation at the new rate offered by the hotel OR cancel this reservation and make alternate arrangements. Taking care of this in advance will avoid unnecessary guest relations issues that may negatively impact the hotel and member.

2.4 Will the IHG Owners Association member contact my hotel directly to book a room at the Owners Rate?

No. Advance reservations must be made through the CRO by calling the IHG Owners Association Reservations Line at the number listed in **Section 3.6** and members must receive a confirmation number and/or a confirmation email with the Owners Rate. This rate cannot be booked online or by calling the hotel direct.

2.5 If an IHG Owners Association member has an Owners Rate reservation and my hotel sells out, do I have to honor the reservation?

Yes. If an IHG Owners Association member has a valid reservation booked in advance through the CRO (IHG Owners Association Reservations Line), the reservation must be honored. This is to be treated as any regular reservation. If a hotel is sold out due to overbooking or any other reason, they may “walk” the guest to another comparable hotel as they would for any other guaranteed guest reservation.

2.6 When an IHG Owners Association member checks into my hotel under the INIHI Rate Category, should I take their credit card info?

Yes. Only the cost of the room and any resort fees (if applicable) is complimentary. The member is responsible for all incidental charges, applicable taxes and food & beverage. It is recommended that any parking charges (if applicable) be waived for IHG® Rewards Club Platinum members. All IHG Owners Association members should be of platinum status.

2.7 What does the front desk agent need to ask for when an IHG Owners Association member checks in to the hotel?

Hotel front desk must ask for:

- Valid photo I.D. (driver’s license or passport).
- 2017 IHG Owners Association membership card. The name on the membership card must match the I.D.
- Valid credit card for incidentals.

The membership card and the member cardholder must be present at check-in and stay in the room booked at the Owners Rate. **A SAMPLE OF WHAT THE 2017 MEMBERSHIP CARD LOOKS LIKE is shown on the last page of this brochure.** The member/cardholder may present either a printed copy or a digital copy of the card image on their mobile device. Either are acceptable proof of their 2017 IHG Owners Association membership.

All hotels are urged to make sure that their front desk staff is appropriately trained and follow the correct check-in procedures for the Owners Rate as mentioned above.

2.8 Since the reservation comes in booked by CRO, isn't the member already validated as a current member at the time of booking?

No. The CRO books the reservation once an owner/member calls but they cannot verify if that owner is "current" on his Association membership. Therefore, it is **mandatory** that hotels ask to see the member's 2017 membership card upon check-in to ensure that the person checking in is indeed a current 2017 IHG Owners Association member. The cardholder must be present at check-in and stay in the hotel booked at the Owners Rate.

2.9 If person checking in at the IHG Owners Rate cannot present his 2017 membership card and I need to verify someone's membership in the Owners Association, how would I do that?

Cardholders/Members are advised they **must** present their card copy upon check-in. However, if they do not have this upon check-in but state they are a member and hotel wants to verify an owner's membership status (*i.e.*, that this owner is a 2017 Association member) a hotel can call our IHG Owners Association Offices at 770-604-5555, ext. 1 to verify the membership status of the owner. Please have the name and IHG Rewards Club number of this member plus any other details available when calling.

2.10 What if the owner checking in is NOT a member or has a lapsed membership? Do I still have to honor their reservation at the IHG Owners Rate?

No. If a member checking in does not present a 2017 membership card and it is verified (by **Section 2.9** above) that the person is not a 2017 Association member, then the hotel is not obligated to honor the Owners Rate that the reservation was booked at and the hotel should change to their regular, best flex rate.

QUESTIONS? For any questions, please call 770-604-5555, ext. 1 or email membership@ihgowners.org.

3.0

HOTELS AND CARDHOLDERS: MEMBERSHIP CARD USAGE GUIDELINES

3.1 The cardholder is entitled to a maximum of four (4) room nights per calendar year in standard accommodations at a member hotel. Each stay cannot exceed more than two (2) nights at a stretch and may not exceed a total of two (2) nights in one month. When booking this rate, it can only be booked for one (1) or two (2) nights. A member can stay at any/all member hotels within these guidelines. **NOTE:** The limit of four (4) nights maximum in a calendar year and two (2) nights maximum in a month applies to each specific member hotel.

3.2 IHG Owners Association reservations cannot be booked for a stay at the same hotel to include the last two (2) days of a month and the first two (2) days of the following month as these qualify as four (4) consecutive nights. However, a reservation **can** be booked for the last two (2) days or the first two (2) days of a month.

3.3 Only one (1) room may be booked at the Owners Rate. The Owners Rate reservation is valid for a standard room for two (2) adults. Room upgrades can be provided by the hotel upon check-in based on availability and IHG® Rewards Club Platinum status of member. All IHG Owners Association members should be of Platinum status.

3.4 Only the cost of the room and any resort fees (if applicable) are complimentary. The member is responsible for all incidental charges, applicable taxes and food & beverage charges. There is no tax applied to the room rate of .01. It is highly recommended that any parking charges (if applicable) be waived for the IHG Rewards Club Platinum member. All the IHG Owners Association members should be of Platinum status.

3.5 Only the cardholder may use the membership card and must be present during check-in and stay in the room booked at the Owners Rate. The room booked is valid for two (2) adults. The member must present their **2017 membership card**, valid photo I.D. and credit card upon check-in. **NOTE:** The member/cardholder may present either a printed copy or a digital copy of the card image on their mobile device of their 2017 membership card. Either are acceptable proof of their 2017 IHG Owners Association membership.

3.6 Advance reservations must be made by calling the IHG Owners Association Reservations Line at the number listed below. **Do not call hotels direct and the Owners Rate cannot be booked online.**

U.S. and Canada: 1.877.500.4244

Mexico, Latin America and Caribbean: (001) 770.604.5555, ext. 5

Europe, Australia, China, New Zealand and Singapore: +800 62 800 800 (The “+” or IAC = International Access Code refers to “00” when dialing from Europe, China and New Zealand; refers to “001” when dialing from Singapore; refers to “0011” when dialing from Australia.)

All other countries in the Asia Pacific region: 00 63 2 857 8748

To get connected to the IHG Owners Association Reservations Line calling from anywhere in the world: (001) 770.604.5555, ext. 5

3.7 In order for the reservation to be complimentary, the hotel must be a member of the IHG Owners Association and the member must receive a confirmation number and/or confirmation email with the complimentary Owners Rate.

3.8 Only one (1) complimentary room per membership account is allowed at a hotel on the same day. Though each cardholder has the same card privileges, cardholders from the same membership account (or same hotel) cannot book the Owners Rate for the **same** hotel over the **same** exact dates of stay. Cardholders having the same membership card numbers prior to the “-2017” extension are considered to be from the same membership group. Example: card numbers 45678-2017-0 and 45678-2017-1 OR card numbers 3559-2016-1 and 3559-2016-2 are cardholders from same membership account and cannot stay at the same hotel for the same dates at the Owners Rate. In such an event, only one of the IHG Owners Association reservations will be honored at this rate and the second room may be changed to a different rate. Hotels may offer an IHG Employee Rate for the second room or another rate if this occurs. Hotels are urged to notify the member of this well in advance of their arrival and members/cardholders are urged to be careful not to overlap their Owner Rate bookings at the same hotel with others in their membership group to avoid this issue.

3.9 When the IHG Owners Association Card CANNOT be used/restrictions when the Owners Rate cannot be booked.

The IHG Owners Association Membership Card may not be used two (2) nights prior to, during, or two (2) nights after any hotel or industry-related meetings, events or hotel conventions (including IHG Owners Association and IHG meetings and events). Examples of industry events include but are not limited to: IHG’s Annual Investors Conference (Americas, Europe or any Region), any IHG Brand Meeting or Conference (e.g., IHG Technology Conference), IHG Owners Association meetings or Owner Summits, IHG Investors Orientation Classes, AAHOA, ALIS, NYU, Hunter, CHRIS, HOLA, CHIC, ICSC, NYU, NABHOOD, SAHIC, IHMRS, Lodging Conferences or Hilton, Marriott or Choice Conferences.

Both the member hotel and cardholder is responsible for being aware of industry-related events. **Member hotels are urged to stay current** on events that will impact their destination and utilize Blackout Dates to block Owners Rate for such events well in advance. Members/cardholders are not allowed to book the Owner Rate in any hotels within a 50-mile radius of an industry-related event. (Hotels may change their booked Owners Rate to a different rate). Responsibility by both parties will eliminate unnecessary issues.

3.10 Cancellation/No-Show Policy

To cancel a reservation, the cardholder must call the hotel directly OR the IHG Owners Association Reservations Line at 1-877-500-4244 and **obtain a cancellation number**. Even though the room rate is complimentary, if the room is not cancelled the member is subject to being charged as a no-show at the hotel’s regular best flex rate or ADR for that night. (This will be charged at the discretion of the hotel General Manager.)

Outside of the U.S. and Canada: in order to cancel your reservation, please call hotels direct OR use the reservations number as listed in **Section 3.6**.

3.11 Members who exceed the allotted four (4) nights per year or two (2) nights per month at one specific member hotel as specified in **Section 3.1** are subject to retroactive charges from the hotel at their full, regular rate plus tax for all of the nights that exceeded this limit. Hotels may charge the member if they find a member has exceeded their four (4) night limit. The hotel must also contact the member to inform them that they are doing this and send them a receipt of the charges for the extra nights billed retroactively. It is the cardholder's responsibility to make sure that they keep track of their Owner Rate stay(s) at a specific hotel to ensure they do not exceed the four (4) night per year or two (2) nights per month at one specific member hotel. They can check their stay history and upcoming reservations by logging in to their IHG Rewards Club Account.

3.12 No IHG Rewards Club points are awarded on hotel stays under the IHG Owners Association Complimentary Room Program.

For questions, please call: 770.604.5555, ext. 1 or email membership@ihgowners.org.

3.13 What is the IHG Owners Association's 2017 membership dues structure?

NO. OF ROOMS	2017 ANNUAL DUES
1 - 80	\$395
81 - 150	\$495
151 - 250	\$595
251 or more	\$695

Additional card: \$500

Sample 2017 Membership Card



This IHG Owner Association membership card is a copyright of the IHG Owners Association. Any reproductions or alterations of this card is a felony and is punishable by law. Any person found making a fraudulent copy of the IHG Owner Association membership card is subject to fines, penalty and even imprisonment.

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