

misNOTICIAS

Noticias de la Region AMÉRICA LATINA Y CARIBE



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Dear Owners:

This past July, the Hotel InterContinental Buenos Aires hosted our Southern Cone, Andean & Brazil Owners Meeting. We would like to thank Maarten Drenth and his team for the warm reception and professionalism they showed during our sessions.

The participation of Kirk Kinsell, President The Americas, and Bob Morse, Chief Operating Officer for the Americas, was very encouraging for all who attended. Their interest shown to listen and to better understand our needs certainly opened a channel of communication. To continue accomplishing this task we need participation from all of you, as this is important to have IHG aware of how we can be coaching better.

We also would like to thank Mike Hembree, Chairman of the IHG Owners Association, and Buggsi Patel, Incoming Chairman and 2013 Chairman of the Standards Committee of the IHG Owners Association for their enthusiasm to lead the Summit, as well as their interest in understanding, interpreting and managing our issues at a regional perspective.

During our meetings, we discussed important issues such as the new image of IHG Rewards Club, which develops a new step in strengthening IHG's identity as a global company and promotes cross-selling among all brands.

IT (Technology) area, monitored directly by José Pinto, Director of IT for Mexico and Latin America, shared with us the bandwidth to be provided to all guests, and the "Step by Step" Hardware Refresh to responde frequent questions and drive hotels to follow better practices to reach the goal.

Standards and Quality Inspections was one of the most important issues discussed. The Standards Committee of the Association, with global representation through 2013, held a series of sessions to revise individual IHG global standards, and the result will be the publication of a new manual that includes guidelines for each brand. There will still be a review for the regionalization of some standards that require modification according to the needs of different regions.

As a reminder, the following are the 5 Tools IHG recommendeds to get a consistent Return on Investment:

1. PDI - Predictive Demand Intelligence
2. Price Optimization
3. IHG Way of Sales
4. IHG Voice
5. RMH - Revenue Manager for Hire

IHG executives are visiting each region so please feel free to ask them about the best use of these tools, as well as how to take advantage of them.

Best regards.

Eduardo Quiñonez
Chairman 2013
Latin America & Caribbean region

