

myNEWS

Regional News CANADA

February 2012

Dear Canada Owners,

The first meeting of the 2012 Canada Committee recently took place in Toronto at the Crowne Plaza Toronto Airport. Thank you to local owners who joined us at the evening session; your participation is always very helpful.

As this was the first meeting for 2012, the committee focused primarily on key issues and priorities of the year and the action plans we have in place.

We have an **important request** to all Canadian owners. The Canadian Sales Leadership conference “**Taking it Higher**” is taking place in Toronto on April 23-25th, followed by a Sports Forum on the 26th. With sales and revenue growth so critical following the industry challenges of the last few years, I would strongly encourage you to get your top sales leaders registered. This will be a key learning and development for our Canadian sales teams. [Click here](#) to register.

Our next Canada Committee meeting will take place in June in Red Deer, Alberta. Should you have topics you wish to have discussed by the Committee, please do not hesitate to contact me or one of your Committee members.

We look forward to your continued contribution and input.

Best regards,



Nora M. Duke

Canada Committee Chair

E-Mail: nduke@fortisproperties.com

Canada Committee Update:

- YTD Canada maintains the highest IHG Owners Association membership of any region with 88% of hotels participating.
- IHG also reported 2011 RGI and ADR growth throughout the region, as well as increased sales results.
- Inn Supply implementation continues in the US. Preliminary work is ongoing for Canada but no firm dates have yet been established for program roll-out.
- Data was presented showing decreased usage of both eggs and meats since the introduction of the pancake machine. Overall, while food pricing in 2012 is expected increase, it is not anticipated that pricing increases will be as high as 2011.
- Mark Greenhalgh provided an overview of The Hub for Holiday Inn. There are currently two early adopters in Canada which will have the Hubs in place by April 2012. Going forward, Holiday Inn hotels that undergo PIPs will be required to have a Hub. The specifics of the standard and further implementation specifics are in progress. Immersion meetings are being held 2-3 times per month in Atlanta and are designed for owners, operators, and design teams.
- High definition (HD) programming implementation in Canada has been deferred to April 30, 2012. IHG will be soon sharing Canada vendor information and research that may be helpful to hotels in the implementation process.
- The Committee is working with IHG Canada on trial with Holiday promotions. One of these will be national program that will focus on driving more meeting business and ultimately guest room revenue.
- Green Engage Phase 2 will launch in the next few months and will include enhanced searchability functions. There are also plans to expand the program across multiple languages.

Canada IHG Owners Association Calendar 2012:

June 5-6 - Owners Association Canada Committee Meeting - Red Deer

June 25-29 - Celebrate Service Week

September 4-5 - Owners Association Canada Committee Meeting – Saskatoon (Hub Property)

October 24-26 - IHG Americas Investors Conference – Orlando

2012 IHG Owners Association Canada Committee

Chair

Nora Duke
Fortis Properties

St John's, NL

Email: nduke@fortisproperties.com

Board of Directors

Vice Chair

Jeff Krivoshen
P.R. Hotels Ltd.

Saskatoon, SK

Email: jeffk@prhotels.ca

Priority Club Committee

Satinder Dhillon

Westmont Hospitality

Mississauga, ON

Email: satinder.dhillon@whg.com

Staybridge Suites Committee

Philippe Gadbois

Atlific Hotels

Toronto, ON

Email: pgadbois@atlific.com

Direct Sales Committee

Walther Lauffer

Crowne Plaza Fredericton Lord Beaverbrook

Fredericton, NB

Email: wlauffer@cpfredericton.com

Crowne Plaza Committee

Jonathan Lund

Fortis Properties

Kitchener, ON

Email: jlund@fortisproperties.com

Operations Committee

Afzal Rajan

Zainul & Shazma Holdings LTD

Edmonton, AB

Email: arajan@zsholdings.com

Holiday Inn Committee

Nellie Robin

HOTELM INC.

Saint-Hyacinthe, QC

Email: nrobin@grouperrobin.com

Holiday Inn Express Committee

Felix Seiler

Pacrim Hospitality

Grand Prairie, AB

Email: fseiler@pacrimhospitality.com

Technology Committee

Andrea Ventrone

Westmont Hospitality Group - Canada

Mississauga, ON

Email: andrea.ventrone@whg.com

Revenue Performance Committee

Owners Association Staff

Jordan Bray

Atlanta, GA

Email: canadacommittee@owners.org