

Dear Owners:

On February 1st, we held our first Committee Meeting at the Holiday Inn Puebla Finsa. Very important initiatives and standards were discussed which will be published soon in IHGINNforma.com. We invite you to check that web site or contact your General Manager to get relevant information on standards that were discussed.

We thank our host, Alfonso Gómez, General Manager of the Holiday Inn Puebla Finsa for the warm welcome received from him and his staff. Upon our arrival a fantastic food display was prepared for us, including the new sushi menu, which we can assure you will be a complete success. Congratulations to Alfonso and his F&B team for the implementation this great idea.

On behalf of the entire Committee, we welcome Pilar Serrano as a new member of the Sub-Committee of Operations of our region. She represents Grupo Farrera - Tourism Division. We are sure Pilar will enrich the Sub-Committee with her great knowledge and experience.

Bullet points from our Committee sessions:

- **PRIORITY CLUB REWARDS** - Unfortunately, the changes IHG made this year were essential for the long-term financial viability of the Priority Club Rewards program. With rising occupancies and ADRs globally, to remain solvent, the program would need to make changes related to assessments, reimbursements, consumer "pricing", or another revenue or cost driver. The Association worked collaboratively with IHG throughout 2010-2011 to address this challenge which resulted in two program changes: 1. Elimination of Tax Reimbursements and 2. Additional Reward Night Point Tiers for customers.

1. Priority Club Rewards will no longer reimburse taxes as a part of Reward Night reimbursements. In Mexico, hotels will be reimbursed the percentages that exceed the 15% iva tax. In some regions, the iva tax is 16%, and the lodging tax (impuesto de hospedaje) varies from 2% to 4%. This means the reimbursement will be 1%, plus the corresponding lodging tax.

On the other hand, each guest enrolled gets 1,000 points which costs \$4.75 to the hotel, this is called the "enrollment assessment". Starting January 1, 2012, if your hotel meets or exceeds the Priority Club Rewards Enrollment Standard **for all four quarters**, you will qualify to receive a rebate in early 2013 for the full amount of enrolling stay assessments the hotel had paid in 2012. Please see the web link below in order to obtain further details.

2. To help offset the impact to hotels, additional customer-facing solutions were reviewed. New reward night tiers were introduced to the program reward structure and can be found [here](#).

[Click here](#) for a Comprehensive Look at PCR Changes for 2012:

- **SALES** - The Direct Sales Committees suggested the General Managers and Director of Sales of hotels participate in the next IHG Investors & Leadership Conference in Orlando. IHG confirmed that participation in "The World of Sales" workshop would be very beneficial, as they will have the opportunity to open the key "business cases" for their hotels. If costs are prohibitive to attendance, the suggestion is to send one Director of Sales then share the information received with the rest of the sales team. **DISTINTIVO H** - The Sub-Committee of Operations requested IHG's support on this initiative to offer customers better service quality as an important sales tool. This is specially directed to Holiday Inn and Crowne Plaza brands. Please visit IHGINNforma.com to learn how your hotel could get the certification step-by-step.
- **THE HUB** - This IHG initiative is in the works with the Holiday Inn committee to offer their guests a more attractive area for interaction. This initiative proposal is open to those properties that are in need of increasing food and beverage profits. Should you require a complete and specific study of your hotel, please contact IHG's Champion Leader of this initiative [Greta Gonzalez](#).

General Information:

- Do not miss our only **Committee & Owners 2012 Meeting, May 31st - June 1st at the Holiday Inn San Cristóbal Español**. Save the date on your calendar and make your reservation well in advance because we will have limited space. The registration link will follow soon. Take advantage of this unique opportunity to meet with your colleagues and to have a direct interaction with IHG and IHG Owners Association leaders who will join the meeting.
- This year we will hold **two Webex sessions** to promote more communication among all owners of our region. We invite you to take advantage of this great opportunity to share and communicate your needs, comments and suggestions with your colleagues. Confirmed dates are **Thursday, March 15 and Thursday, December 6**. Dial in instructions and agendas will be provided. We suggest you participate from your office where a telephone (with speaker and mute options) and computer will be available.
- Our Committee, in conjunction with IHG, endorsed the initiative called **Seguro para Colaboradores**. By now you should have received the invitation to participate. Let us show our employees that we care for them as they are the most important part of our companies. Their work makes the difference in providing exceptional service to our guests. Should you have questions in this regard please contact [Alejandro Ortiz Monasterio](#); **deadline date to sign up is Wednesday, February 21, 2012**.

Remember the IHG Owners Association website www.owners.org is there for you. You will find all kinds of relevant information and contact information for your colleagues around the world. Are you traveling taking advantage of the Complimentary Room Program? Log in and find out what hotels are members so you can make your reservations now.

Remember, you can pay your 2012 membership online at any time by visiting our website www.owners.org/dues or contact Teresa Sanchez teresa.sanchez@ihg.com or call Mexico City office [011-52-55-57-23-18-01](tel:011-52-55-57-23-18-01).

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