

July 2012

Dear Canada Owners,

The second meeting of the 2012 Canada Committee recently took place in Red Deer, Alberta at the Holiday Inn Red Deer South.

During this meeting, the committee focused primarily on key issues and priorities of the year and the action plans we have in place. The Committee provided feedback on Canada structure and program delivery as well as several key sales and marketing initiatives. We also welcomed Mike Hembree, incoming Chairman of the Owners Association, and thanked him for his active engagement and interest.



Priority Club has continued to raise funds for the Give Kids The World villa. I was recently able to volunteer here during the Board of Directors Meeting in February 2012 and had the pleasure of meeting a Canadian family staying at the village. This would be a great experience for anyone interested in donating to this worthwhile cause since the funds will be passed over to GKTW during Conference. All hotels in Canada are encouraged to donate using the following link:

<http://www.owners.org/Home/WhatWeDo/Advocate/GiveKidsTheWorld.aspx>

Our next Canada Committee meeting will take place in September in Saskatoon, Saskatchewan. 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

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### **Canada Committee Update:**

- Larry Light, Chief Brands Officer for IHG, provided the Committee with an overview of approach to brand management and leadership. This was followed by general discussion of the Canadian franchisee community and possible opportunities for piloting some of these brand concepts that would include a focus on brand manager training.
- HeartBeat results for Canada were reviewed including positive and negative trends relative to the last year as well as the overall Americas performance. Congratulations are extended to the following hotels that achieved “superior or above” overall guest satisfaction to date in 2012:

Holiday Inn Express Hotel & Suites New Liskeard  
Holiday Inn Express Hotel & Suites Courtenay Comox Valley Sw  
Holiday Inn Express Hotel & Suites Kingston  
Holiday Inn Express Hotel & Suites Saint-Hyacinthe  
Holiday Inn Express Hotel & Suites Woodstock South  
Holiday Inn Express Saint John Harbour Side  
Holiday Inn Hotel & Suites Kamloops  
Holiday Inn Hotel & Suites North Vancouver  
Holiday Inn Stephenville

- A reminder is extended to all hotels that a revised Life Safety Standard comes into effect July 1, 2012. It is recommended that this standard be reviewed to ensure compliance with any questions or concerns communicated to respective IHG representatives. The full set of standards may be accessed using the following link:

[AMER Brand Safety Standards – English](#)

- Committee members provided updates from respective Brand and Enterprise meetings. The key highlights were the following:
  - The Meeting Broker Rebate program will be rolling out in late June 2012. Hotels will have the opportunity to earn rebates based on best practice performance across four key indicators: response time, response rate, configuration, and business data.
  - Implementation of the Hub at Holiday Inn has been deferred. The Committee will continue to monitor any further developments on this initiative, including cost, implementation timeline, scope and ROI.
  - IHG Way of Sales training format and requirements have been finalized and sessions are currently being launched in Canada.
  
- A detailed analysis of YTD Canada RevPAR performance (including penetration by brand and region) as well as Canada HeartBeat trends and results relative to the Americas was presented. Further follow-up is required in both areas as there are some trends of concern.
  
- The fall 2012 marketing campaign for Canada was reviewed. There will be a meetings promotion to drive trial to new and newly converted Holiday Inn hotels with the goal of promoting these hotels to meeting planners and encourage them to consider these properties for meetings and events.
  
- The fall campaign will also include a speaker series featuring David Chilton, author of the “Wealthy Barber”, across six major cities. The Committee discussed the target audience for these events and gave advice on ways to target new business through this promotion.
  
- IHG presented its strategy for the sports market and specific action plans to target opportunities in this area. The Committee offered positive feedback to IHG on its focus and approach.
  
- IHG Americas Investors Conference 2012 will be held in Orlando, Florida on October 24-26. Plans for a Canadian session were discussed and will be forwarded to owners once more details are finalized.

**Canada IHG Owners Association Calendar 2012:**

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**

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