

**Regional Contacts**

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Dear Members,

The second European Board meeting was held in Rome on 2-3 July at the Crowne Plaza St. Peter's. We would like to thank our host, Alessandro Geminiani and his team, for their hospitality before and during our work sessions. We also welcomed Mike Hembree, Global Association Chairman, and Buggsi Patel, incoming Association Chairman to the meeting, and thanked them for their participation and engagement in the region.

IHG has announced the five **Brand Performance Meetings** (BPMs) that will be held beginning November-December across Europe. The IHG Owners Association will be hosting an owners meeting the morning of the first day of each BPM, so please plan to attend. Locations and registration details with agendas will follow.

Our final Country Meetings of the year will take place in September/October; I strongly encourage you to attend to hear updates from your Sub-Committee representatives and IHG. Click [here](#) to view the dates of forthcoming meetings.

I wish you all a wonderful summer and look forward to seeing you all at the BPMs if not before. If you have any comments or issues that you would like to raise, please contact me or one of my fellow board members, we would be glad to help.

Best Regards,



Gerhard Finster

Arcadia Hotels GMBH

IHG Owners Association European Board Chairman

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### **European Board Meeting Highlights**

- IHG's **Global Brand Standards** project was presented. A new approach to the brands standards process was being evaluated in collaboration with the IHG Owners Association Global Standards Committee and European Standards Sub-Committee. The new process would ensure the consistent delivery of all brand standards, helping to drive brand preference globally. Holiday Inn Express will be the first brand to undergo the journey followed by Holiday Inn and Crowne Plaza.
- IHG will launch a national TV campaign for UK&I Holiday Inn Express hotels in September to promote brand awareness. Offering free guest WiFi as a brand standard is under consideration to be included in this campaign dependent upon current hotel technology infrastructures. Communication from IHG has been sent to UK&I Holiday Inn Express owners and questions should be directed to Anna Karwata ([anna.karwata@ihg.com](mailto:anna.karwata@ihg.com)) or call 07736745874 or Nicola Taylor ([nicolataylor@chardonmanagement.com](mailto:nicolataylor@chardonmanagement.com)).
- An update from the **IHG Rewards Club** program launch was given highlighting the new website and mobile application. An IHG Rewards Club front desk incentive program will also be implemented with a target date of September 2013 in Europe to help increase member enrolments. This incentive will be driven by email capture (different than the 2012 rebate campaign).
- Highlights from the **Sales & Marketing Sub-Committee** were shared including new strategies to win against growing OTA business by booking direct and a new process for IHG to qualify Best Price Guarantee claims and help avoid additional costs to hotels.
- A big thank you to our sponsors of the board meeting, **Intros Hotel Supplies**. Intros offers a one stop shop for a range of hotel operating equipment and guest amenities. See [www.intros.nl](http://www.intros.nl) for more details.

### **Contact the Owners Association**

If you have any questions regarding your membership or any of the European

Committees, remember you can contact Lauren Miskewycz, Regional Manager EMEA & Australasia. Based at IHG's IHG's office in Denham, UK, Lauren can be contacted on: Tel: [+44 \(0\) 1895 512 663](tel:+44%201895%20512%20663) or by e-mail [lauren.miskewycz@owners.org](mailto:lauren.miskewycz@owners.org).

### **Keep in touch with the Owners Association**

Keep up to date with Association news and events and receive the latest industry news via:

- [www.facebook.com/IHGOwnersAssn](http://www.facebook.com/IHGOwnersAssn)
- [www.youtube.com/IHGOwners](http://www.youtube.com/IHGOwners)
- [www.linkedin.com](http://www.linkedin.com) (IHG Owners Association group)
- [www.twitter.com/IHGOwners\\_Assn](http://www.twitter.com/IHGOwners_Assn)
- [www.flickr.com/photos/IHGOwners](http://www.flickr.com/photos/IHGOwners)

And via our website: [www.owners.org](http://www.owners.org)

