

2017

IHG Owners Association
membership

**BETTER
TOGETHER**
TO ENHANCE OWNER RETURNS



REPRESENTING HOTEL OWNERS AND INVESTORS WORLDWIDE

The IHG Owners Association - originally established by Holiday Inn founder Kemmons Wilson in 1955 - was the first Association of its kind in the hotel industry. It currently represents the interests of owners and operators of more than 3,500 InterContinental Hotels Group® (IHG®) properties in the United States, Africa, the Asia Pacific, Canada, Europe, Latin America, Mexico and the Middle East. The IHG family of brands includes InterContinental® Hotels & Resorts, Hualuxe™, Crowne Plaza® Hotels and Resorts, Hotel Indigo®, EVEN Hotels™, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®.

The IHG Owners Association represents the voice of IHG hoteliers around the globe by collaborating with IHG senior executives to build brand value and drive down costs - while maintaining and improving quality. The Association leads strategic Working Groups that advocate for owners on franchised hotel operations in order to increase ROI, cultivate guest preference, encourage sustainability and drive long-term gains. The IHG Owners Association is committed to helping shape the future of your business.

Membership in the IHG Owners Association can help increase returns, streamline productivity, energize strategies and position you for long-term success.

HELPING YOU ACHIEVE SUCCESS

The IHG Owners Association is dedicated to helping owners achieve success in the hospitality industry. Our unwavering commitment to quality, our belief in the necessity of teamwork and our understanding of the importance of ROI are reflected in our mission statement: better together to enhance owner returns.

The Association works hard throughout the year to represent and advocate for our members' best interests. Throughout 2016, the IHG Owners Association provided expert advice and counsel to

ensure that IHG standards brought for discussion were thoroughly researched, cost-efficient and beneficial to the IHG owner estate. Below are some of the **wins**:

- The **IHG Rewards Club Committee** provided insights to improve the relationship with IHG's valuable members and as a result, drove significant gains in loyalty contribution YTD. Some of these efforts include Spire Elite benefits like confirmed upgrade, food and beverage pilot and delivering on stay preferences.
- In great collaboration with IHG's SVP Americas Sales & Revenue Management, the **Book Direct Task Force** successfully developed Your Rate, Rate Parity and Wholesale compliance goals.
- The **Brand Operations Task Force** worked with IHG on nine specific standards within the Winning in Sleep and IHG Way of Clean programs, including pillow and bedding specifications, noise reduction initiatives, and preventative maintenance initiatives designed to ensure guest sleep experiences are beating our competitors.
- The **Crowne Plaza Committee** focused on initiatives within the new Accelerate Program and worked hard on driving brand improvement. The Committee spent extensive time on a deep-dive into the Power Up Mornings breakfast program, and they also provided advice and counsel on uniforms and collateral, both included in the Fee Relief program, designed to offset costs of brand improvement.
- The **GRS/HMS Task Force** provided vital owner perspectives to influence the success of IHG's ground-breaking programs, including the Guest Reservation System and Hotel Management System. The members provided feedback on the GRS user interface and shared their feedback on the design and content of GRS microsite on IHG® Merlin, to ensure that it delivers value to owner/hotel audiences and drives readiness.
- The **Technology Committee** passed the IHG Connect brand standard for Wi-Fi and Bandwidth in Latin America, successfully implemented the new digital signage brand standard and introduced a transformational way to shop televisions to our hotels through IHG Marketplace.

For more information on IHG Owners Association membership and its benefi

COMMITTING TO QUALITY

Quality IHG owners understand the value of staying educated and maintaining healthy ties to their brand family. Quality owners want their voices to be heard and want networking opportunities with other owners and operators. Most of all, quality owners want to maximize their investments and produce results.

More than **78%** of IHG franchisees in the U.S., and **77%** owners globally, believe in the quality of an IHG Owners Association membership.

JOINING THE ASSOCIATION

Join today and benefit from the Association's knowledge, reach and reputation. Your entire membership application can be filled out online at www.owners.org/membership.

And once completed, you can print your 2017 membership card by logging into your membership account. Or, if you need help with your application, contact our membership team at 770.604.5555, ext. 1 or at membership@ihgowners.org.

2017 DUES per property*

NO. OF ROOMS	2017 ANNUAL DUES
1 - 80	\$395
81 - 150	\$495
151 - 250	\$595
251 or more	\$695

Additional card: \$500

*Dues must be paid for all eligible properties.



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MEMBER BENEFITS

Joining the IHG Owners Association not only gives you a voice within IHG and the industry, it opens a world of privileges and benefits.

STAY INFORMED

- Take advantage of Association educational opportunities, like the Emerging Leaders Network, which encourages and cultivates critical skill development for young leaders and experienced executives.
- Learn through the Ambassador Program which features bi-monthly webinars with the latest news, initiatives and upcoming events relevant to your business and industry.
- Stay on top of important industry trends, best practices and hospitality news through the Association's e-newsletters, *OWNER* magazine, website and more.

STAY CONNECTED

- Network with your peers to gain insights at regional meetings and exclusive member events.
- Together we're stronger, and as a member of the Association, you'll gain access to volunteer opportunities that increase your knowledge and build your business - and your reputation.
- Stay savvy about legislative initiatives affecting the lodging industry through IHG Owners Association advocacy, whether it's by donating to INN PAC, participating in specialized working groups or remaining aware of the industry's current innovations and challenges.

BE REWARDED

- Enjoy free nights at participating member hotels around the world with the Association's Complimentary Room Program (guidelines apply).
- All Association members are extended the complimentary Hertz Gold Club membership, which offers express service at more than 1,000 locations worldwide.
- Receive a complimentary upgrade to Elite Platinum status on your IHG® Rewards Club membership.
- Gain access to exclusive discounts and offers from the Association's Allied Member Program.

Join today!

Nobody invests more in
your success than the
IHG Owners Association.
We are Better Together.

www.owners.org



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