

European myNews
October 2012

Dear Members,

As we enter the final few months of the year, I know that although the overall economic view for Europe appears to be positive, the picture for individual countries and markets remains mixed at best. We have heard your feedback via your Country Committee Chairs, and the European board remains focussed on cost savings and cost of sale. The key messages from our Q3 European Board meeting can be found below.

I heard your feedback around the cost of the IHG Conference, but encourage you to view this as a training opportunity for you and your General Managers. As Owners, we must stay close to the brands that we operate on a daily basis and learn about the tools that IHG provides. We must do all we can to ensure that our hotels continue to deliver the best results possible, in this tough economic environment.

The IHG Owners Association will be hosting a meeting in Dublin on the afternoon of 27 November, ahead of the main IHG Conference. All members are invited to join us for an interactive session with myself and our global leadership. You can find the full agenda and register for the Owners meeting and the IHG Conference, which will take place in Dublin, Ireland from 27th to 29th November, online at www.ihgeuropeconference.com

I would also like to remind you to renew your membership with the Owners Association for 2013, which can be done now at www.owners.org.

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.

I look forward to seeing you in Dublin.

Best Regards



Gerhard Finster

Chairman – European Board

IHG Owners Association

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European Board Meeting Highlights

- Endorsement was given by the board for the following brand standards:
 - PCR Welcome Amenity – A choice of welcome amenity is to be given to Elite (Gold and Platinum) members only, pre-determined by brand and tier level. This will mean that the guest receives a consistent offering at all hotels and will eliminate the current confusion and dis-satisfaction, whilst also reducing cost for hotels. Date of implementation will be from April 2013.
 - Breakfast greeting - A standard was proposed by a Committee member to ask for a guests last name at breakfast, rather than a room number. This is a recommended standard, with immediate effect.
 - VCRO – A standard proposal was made for all hotels to be connected to VCRO (with no standard on how/when it should be used). More details around call costs and implementation are required. This standard was not endorsed.
- We welcomed two new members, who will join the European Board officially in 2013. Nicola Taylor, from Chardon Management, will chair the UK Holiday Inn Express Committee from 2013 and Paul Johnson, from Kew Green Hotels, who will chair the UK Full Service Brands Committee. We also thanked the current chairmen of the UK committees, Martin Griffiths and Keith Griffiths, for all their hard work and commitment within their UK leadership roles.
- Global Chief Brands Officer Larry Light attended the meeting and gave an update on his vision for the brands. His approach was fully supported by the board; more details will be shared at the Conference.
- Highlights from the Sales & Marketing Sub-Committee were shared, including results of the London 2012 sponsorship, which was a success in terms of revenue generated and people engagement.
- IHG's Book Direct strategy was presented by Apurva Pratap, VP Distribution Relationship Marketing. There are several workstreams in place focussed on generating profit, as well as reducing costs to hotels. Again, more details will be shared at Conference and via your Country Committee's as the changes start to roll out.
- An update was given on IHG People Tools and Training. A pilot is currently underway to trial a new GM training programme, this has been put together in collaboration with the IHG Owners Association Global Board. Hotel Solutions is being rolled out to all hotels, this will enable users to access all IHG tools in one place, on a new user friendly platform.
- A big thank you to our sponsors of the board meeting, **Intros Hotel Supplies**. Intros offer a one stop shop for a range of hotel operating equipment and guest amenities. See www.intros.nl for more details.

If you would like more details on any of the topics above, please contact your Country Committee Chairman, contact details can be found below.

Contact the Owners Association

If you have any questions regarding your membership or any of the European Committees, remember you can contact **Jo Brake**, Regional Manager. Based at IHG's office in Denham, UK, Jo can be contacted on:

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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
- www.youtube.com/IHGOwners
- www.linkedin.com (IHG Owners Association group)
- www.twitter.com/IHGOwners_Assn
- www.flickr.com/photos/IHGOwners

And via the new website: www.owners.org

Country Committee Chairs:

BeNeScan (Belgium, Netherlands, Scandinavia) – Patrick.DePeuter@owners.org

France – Jean-Charles.Denis@owners.org

DACH – (Germany, Austria, Switzerland) – Bernd.Niemeier@owners.org

Italy – Alessandro.Geminiani@owners.org

Iberia – Reinhard.Wall@owners.org

UK (Holiday Inn Express) – Keith.Griffiths@owners.org

UK (Full Service - Holiday Inn, Crowne Plaza, Hotel Indigo, Staybridge Suites) – Martin.Griffiths@owners.org

Sales & Marketing Sub-Committee – Keith.Griffiths@owners.org

IT Sub-Committee – Patrick.DePeuter@owners.org

Brand Standards Sub-Committee – Martin.Quinn@owners.org