

# 2017

IHG Owners Association  
**membership**

**BETTER  
TOGETHER**

TO ENHANCE OWNER RETURNS



**IHG OWNERS**  
ASSOCIATION

## 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 worldwide, with more than 600 properties in Europe alone. InterContinental Hotels Group® (IHG®) has properties in Africa, the Asia Pacific, Canada, Europe, Latin America, Mexico, Middle East and the United States. The IHG family of brands includes InterContinental® Hotels & Resorts, Hualuxe™, Kimpton®, 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 everything we do.

The Association works diligently to represent and advocate for our members' best interests. Throughout 2016, our Europe Regional Council and supporting committees, represented almost 80% membership to IHG, when challenging issues and opportunities as they arise. Below are some highlights:

- The **GLOBAL IHG Rewards Club Committee** provided insights to improve the relationship with IHG's valuable members and as a result drove contribution up 2.2 points in 2016. These efforts include Spire Elite benefits like confirmed upgrade. Globally, 75% of hotels are now using the Guest Arrivals report and as a consequence, hotels are now delivering on stay preferences to guests.
- The **GLOBAL GRS/HMS Committee** provided vital owner perspectives to influence the success of IHG's ground-breaking programmes, including the Guest Reservation System and Hotel Management System. The committee members also provided feedback on the GRS user interface.
- The **EUROPE Sales & Marketing Committee** supported the Book Direct strategy for the region, including the Your Rate rate parity and Wholesale compliance goals. 97% of hotels also attended the channel and loyalty fundamental workshop, driving the message of the importance of loyalty.
- The **EUROPE Technology Committee** agreed to six work streams that represent the priority areas, including GRS implementation and a strong focus on IHG Connect in 2017.
- The **EUROPE Standards Committee** continued to provide expert advice and counsel to ensure that all IHG standards brought for discussion were thoroughly researched, cost-effective and beneficial for the estate.

For more information on IHG Owners Association membership and its benefits, visit [www.owners.org](http://www.owners.org).

## COMMITTING TO QUALITY

Quality IHG owners understand the value of staying educated and maintaining healthy ties to their brand family. 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 **79%** of IHG franchisees in Europe 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](http://www.owners.org/membership).

Once completed, you can print your 2017 membership card by logging into your membership account. If you need help with your application, contact the Europe Regional Director, Carly Hunt at [carly.hunt@ihgowners.org](mailto:carly.hunt@ihgowners.org) or 00.44.1895.512.289

## 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.



# MEMBER BENEFITS

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

## STAY INFORMED

- Take advantage of the Association's educational opportunities, like the Emerging Leaders Network, which encourages and cultivates critical skill development for young leaders and experienced executives.
- Stay on top of important industry trends, best practices and hospitality news through the Association's myConnect e-newsletter, *OWNER* magazine and more.

## STAY CONNECTED

- Network with your peers to gain insights at regional meetings and exclusive member events.
- Gain access to volunteer opportunities that increase your knowledge and build your business – and your reputation.

## 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.
- Enjoy a 20% discount when participating in the IHG Europe Business School. This programme is open to Heads of Departments.
- 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](http://www.owners.org)



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