

Regional Contacts

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2013 Country Committee Chairs

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UK (Holiday Inn Express) –
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Dear Members,

We had very productive Country meetings throughout February and March and hope to see even more if you attend your local meeting in May/June. Don't forget that these are open to all members and give you the opportunity to have your say and hear the latest news from IHG. Q2 2013 Country Meeting dates can be found on the website at <http://owners.org/Home/DetailView.aspx?xmid=1948>

If there is not a meeting taking place in your own country, you can always join another region. Contact jo.brake@owners.org to find out which meeting you should attend.

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.

As our Global Chairman, Mike Hembree, presented in Dublin, the Association is focussed on five key priorities. This has prompted a change in the global Committee structure and a more focused approach to the work carried out by our Global Committee's. You can find out more and view the new global committee structure via this link: [A Priority-Based Way of Working: The Case for Change - February 2013](#)

Best Regards



Gerhard Finster

Chairman – European Board

IHG Owners Association

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Key Updates from European Board Meeting – March 2013

- **PCR and Guest Internet** were discussed. By now you will have seen the announcement regarding the launch of IHG Rewards Club, this was presented in detail along with the changes previously announced. If you have further questions or comments around these changes, feel free to contact me.
- As discussed in your country committee's **Guest Internet** will become free to PCR (IHG Rewards Club) Elite members from 1 July and to all loyalty members from 2014. The technical standards are still being worked on and more details will be

shared on this topic.

- **HeartBeat** was presented, many trials and changes are underway to improve the system and the number of valid emails collected at hotels. Owners were reminded that the OSAT score is based on one question only, which asks the guest to rate their overall experience. Answers to the other individual questions do not affect the overall HeartBeat score. This will be a focus at your Q2 Country Committee meeting.

Sub-Committee Updates

- **Standards** – the revised VCRO standard was endorsed by the Board. The standard dictates that all hotels will sign a VCRO contract, with the exception of those hotels which do not have the necessary technology in place. There is therefore no cost to this new standard, hotels will only pay a fee when the system is used. Benefits of VCRO have, or will be shared, at your Country Committee meeting.
- The **IT Sub-Committee** reviewed the technical standards associated with offering free Guest Internet to loyalty members, their input will continue throughout this process. The Committee is also looking at the improvement of HeartBeat scores related to technology, such as TV channels, in-room telephones and Business Centres. Guideline specifications were shared at each country committee regarding in-hotel workstations, this document can be found by clicking on [this link](#).
- This year, the **Sales & Marketing Sub-Committee** will focus on three areas: Strategy, Endorsement & Implementation and Review. This will include the key IHG tools as well as Sales, Marketing and Revenue Management programmes for 2013. Your Sales & Marketing Sub-Committee representative will continue to offer feedback at each Country meeting.

If you would like more detail on any of the topics above, please contact me or your Country Committee Chairperson.

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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