

2015

complimentary
room program

GUIDELINES & PROCEDURES



Dear IHG Owners Association **member hotels and membership cardholders**,

It is my privilege to welcome you to the 2015 IHG Owners Association Complimentary Room Program.

Significant changes have been made to the membership card for 2015. There will be NO plastic cards mailed this year. Instead, they will be available online via your membership account. This new and easy way of accessing and obtaining your membership card is the only way that you will be able to participate in this year's Complimentary Room Program. Please read **Section 1.0** in this brochure to learn about the 2015 card changes.

As a **2015 member hotel**, you must adhere to the guidelines outlined in this brochure, including the rate loading procedures in **Section 2.0**. Member hotels must also follow all proper booking instructions and usage parameters. All member hotels must accept booking requests from Association members that are participating in the Complimentary Room Program. Bookings for this program are sold through the HOLIDEX® Plus system and are booked through the CRO channel. To ensure that the CRO can book reservations at your hotel, please verify that your system is set up properly and the INIHI Rate Code is loaded correctly. Proper set up will help avoid any unnecessary guest relations issues. I also encourage you to review and share all the content of this brochure with your general managers and front desk staff so everyone stays informed to ensure the best possible guest experience.

Thank you for your continued support of the IHG Owners Association.

Best Regards,



Eva Ferguson
President
IHG Owners Association

1.0

NEW MEMBERSHIP CARD FOR 2015

1.1 2015 Membership Card No physical, plastic membership cards will be mailed to members by the Association in 2015. The 2015 membership cards can be accessed **ONLY** online by each member logging in to their member account. Once a member logs in to their account, they need to click on the “Membership Card” icon to view and print their 2015 membership card. A member can also save a copy of the 2015 membership card on their mobile device for use. Therefore, member hotels are advised to accept either a paper copy or a mobile (digital) copy of the 2015 membership card as proof of 2015 IHG Owners Association membership.

1.2 How to identify a valid 2015 membership card. A 2015 membership card has a purple background and must have the year “2015” at the top, in the membership account number and in the expiration date. See below.

Sample 2015 Membership Card



2.0

INIHI RATE CODE (IHG OWNERS RATE) HOTEL INSTRUCTIONS FOR LOADING

As a participating member of the IHG Owners Association, your hotel must participate in the Complimentary Room Program. The program is sold through the HOLIDEX® Plus system and is booked through the CRO channel. To ensure CRO can book a room, if available, IHG Global Data Updates will automatically load the IHG Owners Rate in your system using the steps below:

2.1 A Flat Rate Code is activated for Rate Category INIHI. The Rate Code must meet the Rate Property criteria (Yield at IGCOR). Since this is a Complimentary Room Program, the rate is set at \$0.01 for the room type(s) selected.

2.2 Rate Category INIHI is activated in the HOLIDEX® Plus system and associated to the Flat Rate Code created in **Section 2.1**, above.

2.3 IHG Owners Association membership status will be marked to “yes” in HCM (hotel content manager).

2.4 Member hotels are allowed up to 50 blackout dates per calendar year for Rate Category INIHI. **It is the hotel’s responsibility to load their blackout dates for this rate category for their high demand or peak dates.** For more information on how to load Blackout Dates, go to MERLIN.

Once logged on to MERLIN:

- Select the INITIATIVES tab
- Page through the INITIATIVES until you reach the HOLIDEX® Plus link. The Initiatives are listed alphabetically.
- Once there, choose RESOURCES
- Enter K1 and K3 in the Search Resources Keyword
- K1 will display the Overview of Blackout Dates lesson; K3 will display the Rate Category Blackout Dates lesson and the job aids that go with them.

For any assistance with loading procedures, please contact IHG Systems Support at 800.810.4499

2.5 Rate Category INIHI will be available during a Special Event or Special Requirement as defined in the HOLIDEX® Plus system, unless you have Blackout Dates loaded during this time frame.

2.6 For hotels with the Opera PMS with rate download, ensure that Rate Category INIHI is set up and appropriately cross-referenced in your PMS. If you are unsure of your PMS set up, please refer to your PMS system guide.

3.0

HOTEL QUESTIONS & PROCEDURES

3.1 Do I have to accept IHG Owners Association reservations at my hotel(s)?

Yes. As a participating member of the Association, your hotel must participate in the Complimentary Room Program Owners Rate (Rate Code INIHI). The program is sold through the HOLIDEX® Plus system and is booked through the CRO channel. To ensure CRO can book a room, if available, and to be in compliance with program guidelines, please ensure your systems are set up correctly with the Owners Rate, also known as the INIHI Rate Category. The INIHI Rate Category must have a flat rate of .01 cents loaded against it. The INIHI Rate Category is automatically loaded for your hotel by the Global Data Updates team and associated with a flat rate code of .01 for member hotels within 1-3 weeks of becoming a member of the Association.

Member hotels (found upon audits) not having the INIHI Rate loaded “correctly” (i.e., a flat rate code of .01 only for all room types under this rate category) will be in violation of the program guidelines. Being in violation more than once or multiple times may lead to hotel’s membership termination and termination of membership cards. If a hotel is no longer a member of the IHG Owners Association (i.e., if a hotel has not renewed Association membership and owners do not plan to renew their current year membership), then the hotel must contact the IHG Owners Association office to get the Owners Rate deactivated from the system to prevent any Complimentary Room Rate bookings. Until this rate is deactivated, any Complimentary Room Rate reservations already booked in the hotel’s system, must be honored to avoid guest relation complaints.

3.2 How many blackout/special event/special requirement dates will my hotel receive each year?

Member Hotels are allowed up to 50 blackout dates per calendar year for Rate Category INIHI. **It is the hotel’s responsibility to load their blackout dates for this rate category for their high demand or peak dates.** For more information on how to load Blackout Dates, refer to MERLIN.

Once logged on to MERLIN:

- Select the INITIATIVES tab
- Page through the INITIATIVES until you reach the HOLIDEX® Plus link. The Initiatives are listed alphabetically.
- Once there, choose RESOURCES
- Enter K1 and K3 in the Search Resources Keyword
- K1 will display the Overview of Blackout Dates lesson; K3 will display the Rate Category Blackout Dates lesson and the job aids that go with them.

The INIHI Rate is available during a Special Event or Special Requirement as defined in the HOLIDEX® Plus system.

3.3 Can an IHG Owners Association member book the complimentary rate during a hotel industry-related event at my destination even if they are not attending the event?

No. An IHG Owners Association member may not book the Complimentary Room Rate during any hotel or industry-related meetings, events or hotel conventions, including IHG Owners Association and IHG meetings and events. Examples of industry related events can be found in **Section 4.7**. However, both the member hotel and member cardholder have responsibility for being aware of industry-related events. Member hotels are urged to keep current on events that will impact their destination and utilize blackout dates to block out Owner Rates during such events. Hotels are recommended to add the blackout dates for their hotels in advance and prior to the special events in their area to prevent IHG Owners Association bookings during those dates. Responsible practices and adherence to these guidelines by both the member hotel and the member cardholder will eliminate unnecessary guest relation issues.

3.4 Will the IHG Owners Association member contact my hotel directly to book a room at the IHG Owners Association Owners Rate?

No. Advance reservations must be made through the CRO by calling the IHG Owners Association Reservations Line at the numbers listed in **Section 4.4** and members must receive a confirmation number and/or confirmation email with the Complimentary Room Rate.

3.5 If an IHG Owners Association member has booked an advance IHG Owners Association reservation and my hotel sells out, do I have to honor the reservation?

Yes. If an IHG Owners Association member has a valid reservation booked in advance through the CRO (IHG Owners Association Reservations Line), the reservation must be honored. This is to be treated as any regular reservation.

3.6 When an IHG Owners Association member checks into my hotel under the INIHI Rate Category, should I take their credit card info?

Yes. Only the cost of the room and any resort fees, if applicable, is complimentary. Members will be responsible for all incidental charges, applicable taxes and food & beverage.

3.7 What does an IHG Owners Association member need to present upon check-in at the hotel?

An IHG Owners Association member should present their valid and current 2015 membership card, a valid photo I.D. and a valid credit card. The name on the reservation must match the 2015 membership card and member cardholder must be present at check-in. A cardholder may present a digital copy of the 2015 membership card on their mobile device. This is acceptable proof of 2015 membership. **See Section 1.2 to learn how to identify a valid 2015 membership card.**

4.0

HOTELS AND CARDHOLDERS: UNDERSTANDING MEMBERSHIP CARD USAGE

4.1 The cardholder is entitled to a maximum of 4 room nights per calendar year in standard accommodations at any IHG Owners Association member hotel each stay not exceeding more than 2 nights at one stretch and may not exceed a total of 2 nights in one month. IHG Owners Association reservations cannot be booked for a stay at the same hotel to include the last 2 days of a month and the first 2 days of the following month. These qualify as 4 consecutive nights. However, a reservation can be booked for the last 2 days OR the first 2 days of a month. Only 1 room at one member hotel may be booked in one day at the IHG Owners Association rate. One room is considered a standard room for 2 adults.

4.2 Only the cost of the room is complimentary including any resort fees, if applicable. It is recommended that any parking charges, if applicable, be waived for the IHG Rewards Club Platinum members. Members will be responsible for all incidental charges, applicable taxes and food & beverage.

4.3 Only the cardholder may use the membership card and must be present at hotel check-in. The member must present their **valid and current** 2015 IHG Owners Association membership card via a paper copy or on their mobile device, valid photo I.D. and a valid credit card. **NOTE:** A printed version of a membership card is as equally acceptable as presenting a 2015 membership card on a mobile device.

4.4 Advance reservations must be made by calling the IHG Owners Association Reservations Line only. Do not call hotels direct.

US and Canada: Call 1.877.500.4244

Mexico and Latin America: Call (001) 770.604.5555, ext. 5

Europe, Australia, China, New Zealand and Singapore: Call +800 62 800 800 (The "+" or IAC = International Access Code refers to "00" when dialing from Europe, China and New Zealand; refers to "001" when dialing from Singapore; refers to "0011" when dialing from Australia.)

All other countries in the Asia Pacific region: Call 00 63 2 857 8748

OR, to get connected to the IHG Owners Association Reservations Line calling from anywhere globally, dial (001) 770.604.5555, ext. 5.

4.5 In order for the reservation to be complimentary, the hotel must be a participating member of the IHG Owners Association and the member must receive a confirmation number with the Complimentary Room Program Rate.

4.6 Only one complimentary room per hotel or per group and/or per membership account is allowed at a member hotel at a time. Cardholders from the same hotel or same membership account are not allowed to use their IHG Owners Association cards for complimentary rooms at the same hotel during the same dates. Cardholders having the same membership card numbers prior to the “-2015” extension are considered to be from the same group and/or same membership account. For example: Card numbers 45678-2015-0 and 45678-2015-1 are cardholders from same hotel group and cannot stay at the same hotel during exact same dates at the Complimentary Room Program Rate. In such an event, only one of the IHG Owners Association reservations will be honored at the Complimentary Room Program Rate.

4.7 The IHG Owners Association membership card may not be used the 2 nights prior to, during, or 2 nights after any hotel or industry-related meetings, events or hotel conventions (including IHG Owners Association and IHG meetings and events). Examples of industry-related events include but are not limited to the IHG Annual Investors Conference, IHG Owners Association meetings or Owner Summits, IHG Investors Orientation Classes, AAHOA, ALIS, NYU, Hunter, CHRIS, HOLA, CHIC, ICSC, NYU, NABHOOD, SAHIC, IHMRS, Lodging Conferences or Hilton, Marriott, Choice Conferences. Both member hotel and member have responsibility for being aware of industry-related events. Member hotels are urged to stay current on events that will impact their destination and utilize blackout dates to close out IHG Owners Association Rate for such events. Responsibility by both parties will eliminate unnecessary issues.

4.8 Cancellation/No-Show Policy To cancel a reservation, the cardholder **must** call the hotel directly or IHG Owners Association Reservations Line at 1-877-500-4244 and obtain a cancellation number. Outside the US and Canada, please use reservations number as listed in **Section 4.4**. Cancellation is critical because a **no-show reservation** will be charged at the discretion of the hotel General Manager - who reserves the right to charge the full room rate plus tax (at best flex rate) for this no-show.

4.9 The IHG Owners Association membership card is non-transferable. Once a membership card is issued, it cannot be transferred or changed to a different name.

4.10 Membership dues are non-refundable.

4.11 An IHG Owners Association cardholder assumes the responsibility of using the membership card in accordance with the IHG Owners Association 2015 Complimentary Room Program Guidelines as outlined in this brochure. This information is also located online at www.owners.org/guidelines. For any questions, please contact the IHG Owners Association Offices at 770.604.5555, ext 5 or via email at info@owners.org. Members found violating the IHG Owners Association card may lead to the membership card being terminated. Furthermore, continued card violators may not be renewed for their Association membership (and therefore, membership cards) the following calendar year(s).

4.12 Members who exceed the allotted 4 room nights per year or 2 nights per month at one specific member hotel as specified in **Section 4.1** are subject to retroactive charges from the hotel at their full regular rate plus tax for all the nights exceeding the allotted 4 room night limit per year or 2 per month. It is the cardholders responsibility to make sure that they keep track of their stay(s) at a specific hotel to make sure that they do **not** exceed the 4 night per year or per month at a member hotel. They can check their stays by logging in to their IHG Rewards Club Account and viewing their reservations and history of stays.

4.13 No IHG Rewards Club points are awarded on hotel stays under the IHG Owners Association Complimentary Room Program.

The cardholder is responsible for adhering to the rules and regulations of the membership card program. If it is determined that a cardholder has abused the privileges of membership and/or conducted him or her in an unprofessional manner, the IHG Owners Association membership card may be terminated.

For questions, please call: 770.604.5555, ext 5 or email info@owners.org.

5.0

CARDHOLDER QUESTIONS

5.1 If I stay in a city for 4 nights, may I book the IHG Owners Association Owner Rate for all 4 nights at the same hotel?

No. While the cardholder is entitled to maximum of 4 room nights per year (in standard accommodations) at each/any member hotel, each stay should not exceed 2 consecutive nights and may not exceed 2 total nights per month at the same hotel. IHG Owners Association Rates also cannot be booked for the last 2 days of a month AND the first 2 days of the next month. These qualify as 4 consecutive nights. However, a reservation can be booked for the last 2 days OR the first 2 days of a month.

5.2 If I'm traveling to a city during a hotel industry-related event, but I'm not attending the event, may I book the IHG Owners Association Rate?

No. An IHG Owners Association member may not book the Complimentary Room Rate during any hotel or industry-related meetings, events or hotel conventions, including IHG Owners Association and IHG meetings/events. Examples of industry-related events can be found in **Section 4.7**. Both member hotel and member cardholder have responsibility for being aware of industry-related events. Member hotels are urged to keep current on events that will impact their destination and utilize blackout dates for such events.

5.3 Can I use my IHG Owners Association card to book complimentary reservations during the IHG Investors & Leadership Conference or for any IHG Owners Association Meetings?

No. The IHG Owners Association card may not be used during any hotel or industry-related meetings/events or hotel conventions as designated in **Section 4.7**, including IHG Owners Association and IHG meetings/events. Members are not allowed to use their IHG Owners Association card 2 nights prior to, during, or 2 nights after Annual IHG Investors Conference(s).

5.4 If I call the general reservations line to book a hotel, but the rate is unavailable at that hotel, should I call the hotel directly?

No. Reservations must be made in advance through the IHG Owners Association Reservations Line at the numbers listed in **Section 4.4**. In order for a reservation to be complimentary, the hotel must be a participating member of the IHG Owners Association and member cardholder must have a valid confirmation number or email confirmation of this reservation.

5.5 Can my spouse or family member use my IHG Owners Association membership card?

No. The membership card is valid ONLY for the cardholder and he/she must be present at check-in.

5.6 Can I book 2 rooms at the Owners Rate at a member hotel OR 2 rooms on the same day at different member hotels?

No. Only 1 room at one member hotel can be booked in 1 day at the IHG Owners Association Rate.

5.7 If I'm travelling with other members in my hotel group/membership account can we all book the Owners Rate at the same hotel on the same date?

No. Though all cardholders are allowed the same member card privileges, cardholders from the same hotel group/membership account cannot stay at the same hotel over the exact same dates (they can do so individually). In such an event, only 1 room at the Owners Rate will be honored by the hotel. Any cardholder(s) with the same membership account number before the "-2015" are said to be from the same membership account. For example, card numbers 45678-2015-0 and 45678-2015-1 are both from the same membership accounts.

6.0

2015 MEMBERSHIP & DUES PAYMENT GUIDELINES

6.1 What are the criteria for me to be an IHG Owners Association Member?

You must be the owner/franchisee of an IHG branded hotel(s) and must pay your 2015 membership dues for your hotel(s) in full. Membership dues are billed on any hotel(s) that is open or will open in the 2015 calendar year. Any newly licensed/franchised hotel that will not open in the 2015 year is not billable for 2015 membership dues.

6.2 What if I have an IHG franchise hotel, but my hotel is not open and will not open during the 2015 calendar year, can I become a member?

If you have never been a previous IHG Owners Association member and you only have an IHG franchise that will not be open in the current calendar year, you may only join/become a member for 1 calendar year by paying the membership dues on that un-opened or newly licensed hotel. To renew your membership for the next year(s), your hotel must be open. If you are the owner of an open hotel(s) and now have a newly franchised hotel that will not open in the current calendar year, you may not enroll this hotel for membership or get any more membership cards on this un-opened hotel. This option to sign up for membership on an un-opened hotel and receive membership cards on this hotel for 1 calendar year **ONLY exists for a first time member.**

6.3a Are all my hotels billed for membership dues?

Any hotel that is either open or under construction to open in the 2015 calendar year is considered “eligible” (billable) for the 2015 membership dues payment and is billed on the 2015 membership invoice. Any hotel that is “newly franchised” or “licensed” and will not open in the 2015 calendar year is not considered billable and no dues need to be paid on such a hotel.

6.3b If I own multiple IHG branded hotels, do I have to pay the membership dues on all hotels to become an IHG Owners Association member, or can I only pay the dues for one hotel?

Dues for **all** eligible hotels you own or operate as designated in the license agreement must be paid in full before membership is valid and for issuance of IHG Owners Association membership cards (even if you are not listed as the Principal Correspondent for those hotels but they are part of your ownership). If you’re already a 2015 member and have membership cards issued out on your account and then have/add any more “eligible” (billable) hotels in your portfolio either by purchasing a new hotel(s) or having a hotel break ground/under construction to open or open in the 2015 calendar year, these newly added hotels become eligible for their 2015 membership dues payment and 2015 membership dues must be paid on these newly added “eligible” hotels and/or they must be member hotels in order for you to remain a member in good standing.

6.4 If I am a designated Principal Correspondent (PC) on any billable hotel(s), can I get my membership card from a different account?

No. If you are the PC on any billable hotel(s) then your own membership card must be generated from your own account only (where you are the Principal Correspondent). You cannot be an additional or secondary cardholder under a different membership account.

6.5 How are the membership cardholder names assigned/membership cards issued out?

Membership cardholder names are assigned by the Principal Correspondent (PCs) of the hotel(s) upon renewal either via specifying their names on the online renewal form or via assigning the names by completing the 2015 membership renewal paperwork. If no cardholder name is specified, the membership card is automatically issued to the PC of that hotel(s).

6.6 If I decide to cancel my membership mid-year or my hotel no longer exists in the IHG system, will my membership dues be refunded?

No. Membership dues are non-refundable.

6.7 What happens if my hotel(s) exits the IHG system and I have owners cards issued on this hotel?

If your hotel(s) is removed from the IHG system during the calendar year (unless you transfer your membership cards issued on this hotel(s) to another valid hotel where there are card spots available for this transfer of membership card), your membership card will be revoked and cancelled in our system. You are not allowed to/entitled to use your 2015 membership card after this time and should not book any further Owner Rate reservations on your card. If a cardholder of a terminated IHG hotel continues using their member card, they are subject to be charged full regular rate plus tax by the hotel(s) where they are using their invalid membership cards. **NOTE:** The above does not apply if your 2015 membership cards have been successfully “transferred” to another eligible hotel provided there is card spot(s) available for this transfer.

6.8 If my hotel has multiple owners and/or business partners, can we all receive IHG Owners Association membership cards?

Membership cards are limited within the following guidelines: If the designated PC owns or operates a single IHG property, one membership card will be issued upon dues payment. The PC then has the option to purchase up to one additional card at \$500. If the designated PC owns or operates more than one IHG property, two membership cards will be issued upon dues payment for all hotels. The PC then has the option to purchase up to two additional cards at \$500/card. Additional cards can only be issued to individuals that have ownership in the hotel as designated in the license agreement or are executives of the management company.

6.9 Who can be an IHG Owners Association cardholder?

Only a person who is either a PC for an IHG hotel or an owner, operator, partner, investor or part of management group of the hotel (and has ownership approval to receive membership cards) is eligible to be an IHG Owners Association membership cardholder and receive the membership card in his/her name. Membership cards cannot be issued out to friends or relatives who are not affiliated with or part of the hotel’s ownership.

6.10 What is the IHG Owners Association 2015 membership dues structure?

NO. OF ROOMS	2015 ANNUAL DUES
1 - 80	\$395
81 - 150	\$495
151 - 250	\$595
251 or more	\$695

Additional card: \$500

Sample 2015 Membership Card



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SR. MEMBERSHIP MANAGER

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