

## **Regional Contacts:**

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Dear Owners:

The Mexico Region Owners Meeting finished a few weeks ago. It was held at the Presidente InterContinental Cancún, gathering 41 attendees who represented 64 hotels. This meeting was a great success thanks to the participation of our colleagues and IHG partners.

On behalf of all participants I want to thank Nathalie Urban, General Manager of the hotel. She and her collaborators welcomed us and made us feel at home. A special mention to Chef de Cuisine, Rubén Sesma for the delicious menu and coffee services during the meetings. Also, a special thanks to Braulio Arsuaga, the owner of this wonderful property.

The new regional structure based on the IHG Five Priorities (included in our previous MyNews) is already moving forward with IHG partners. The following bullet points resulted from working sessions of our meeting:

- Crowne Plaza rate must be in accordance to the market segment it is being targeted and different from Holiday Inn.
- Cost with IHG Voice to be reconsidered. This point will be followed up with IHG to get better conditions for hotels.
- Priority Club Rewards to IHG Rewards Club transition is being monitoring through Yelitza Guerrero, Manager of Loyalty Programs. She continues working with regional hotels through virtual sessions explaining the process.
- HeartBeat Survey still too long and difficult to gather emails.
- At present 80% of hotels are in failure on Fire & Life Safety program. We continue working with IHG to ensure this standard is fulfilled, and at the same time our hotels should comply with regional Civil Protection regulations.
- All hotels are aligned with IHG Internet Standard; nevertheless

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we will request a regional waiver to charge Premium Internet Service attending our guests requirements for a wide band range.

For the first time in Mexico we also held the Owners Summit. Our moderators were Mike Hembree and Buggsi Patel. They did an excellent job encouraging owners to work in groups and find out their most significant barriers and boosts, followed by an open discussion with IHG, and finishing with a Q&A Panel. Relevant information gathered is summarized below:

- IHG is always evolving and one step ahead from competitors.
- Leadership and brotherhood of the Association is gathering more owners to participate.
- Tools work and are effective when used.
- Training sessions are valuable at all levels.
- IHG listens and owners feel part of a group being involved with the Association.
- More work on behalf of IHG to work with Procurement Task Force to develop suppliers.

The Association leveraged IHG has accepted way of operating to better communicate with owners.

To continue open communication between owners and IHG, please remember we will have our second Mexico Owners Webex on Friday, June 7th, at 10:00am, Mexico City time.

We encourage you to participate. You are important to strengthen the group.

Gerardo Garrido

Presidente 2013 - Región México

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