

2013 Canada Committee Members:

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Dear Canadian Colleagues and Owners,

The IHG Owners Association 2013 Canada Committee recently met in Kelowna, BC for our last meeting of the calendar year. This newsletter will be a special edition to highlight the events at the upcoming IHG Investors Conference, taking place October 28-30 in Las Vegas, as well as key updates from the Committee meeting.

For questions and further specifics about Conference or how to become more involved with the Owners Association, please feel free to reach out to any of the Canada Committee members and IHG partners listed below.

2013 IHG Investors Conference Highlights:

Holiday Inn Brand Family GM Training

- Starts Sunday October 27th, runs 3 days and IHG is covering the cost of the additional night stay Sunday evening

***** SAVE THE DATE *** ANNUAL CANADA SESSION - LAS VEGAS**

- Tuesday October 29th from 5:30pm-7:30pm

The session will include a one-hour Industry Panel Discussion hosted by Issac Collazo, VP of Performance Strategy and Planning. Panelists Include:

- David Goldstein, TIAC
- Tony Pollard, HAC
- David Larone, PKF Canada
- Mark Sparrow, CBRE Canada

Following the panel discussion will be a one-hour celebration & reception with our GM's for completion of the GM training. Several of IHG's leadership team will join the reception with us such as Kirk Kinsell, Oliver Bonke and Bob Morse to name a few.

Please RSVP to the Canadian Session by e-mail to Marcia.Harman@ihg.com. IHG is sending formal invitations to all registered guests between now and the start of

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conference for the Canada Session.

For more information and to register for the IHG Conference and build your personal agenda, please visit the following site: www.ihgconference.com.

Canada Committee Meeting Updates:

The Committee recently met at the Holiday Inn Express in Kelowna, BC. Notable updates from the meeting are the following:

- The Committee discussed the new Standards Process, which will first be presented at the upcoming Americas Conference in Las Vegas for the Holiday Inn Express brand for implementation in early 2014. Holiday Inn and Crowne Plaza will follow shortly thereafter, with new standards being rolled out in 2014. The goal is to streamline the process and create consistency among the brands.
- A great deal of time was spent discussing the expectations for the GM Training at Conference. The training is complimentary and focused on the GM and their leadership development. Credit is awarded upon completion of the program, and there will also be an Owner Session on Wednesday to on-board owners with the training program their GM's completed.
- The Healthy Breakfast Test is currently being piloted in 25 hotels in the US and 2 hotels in Canada. The goal of the test is to increase guest satisfaction, manage breakfast bar costs, maintain competitiveness, and also operational ease. The Committee also discussed the possibility of partnering with Tim Hortons for in room coffee in Canadian hotels, and more information will be provided once this partnership is reviewed further.
- The IHG Rewards Club Fall Big Win Promotion was discussed. The communication plan for the promotion allows IHG to talk to customers through email more than in the past, with members receiving various email communications which track their progress for their tailored offers.
- An update was provided on the IHG Rewards Club Welcome Amenity Standard, which stated that Elite members at all brands will receive the standardized consistent welcome amenity, which is the choice of a snack, beverage, or points. Budget Guidance was provided at a net cost based on all choices available of \$2.50 per Elite Member stay.
- The Committee reviewed the six major opportunities identified by IHG which will have positive impact on performance and will continue to monitor these opportunities throughout the remainder of the year and into 2014.

