

July 2012

Dear Members,

It's hard to believe that we are more than half way through the year and economic performance remains mixed across the region and the crisis continues to worsen for some owners. This means that your Owners Association has to work harder than ever to ensure that costs are reduced and revenues are maximised.

I had the pleasure of meeting many of you during the Q2 Country Committee meetings and I look forward to making my way to the remaining meetings in Q3. It was evident from speaking to you all that in fact a lot of us face the same issues, including rising costs, questions around HeartBeat and PCR – these issues were fed back to IHG on a European level and globally – so you can be assured that your voice is being heard. See below for the key points addressed at the European Board meeting and attend your next Country meeting for more details and to give your feedback.

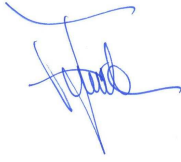
The Fire Life Safety Brand Standard changes came into effect on 1 July, these were endorsed by the Owners Association after several changes and many costs removed from the original proposals. If you are unsure as to how these changes will affect your hotel, check Merlin for details: www.ihgmerlin.com > Teamspaces > Risk Management > IHG Brand Safety Standards Toolkit – Europe. Documents have been translated into local language where possible.

Our final Country Meetings of the year will take place in September/October; I strongly encourage you to attend to hear updates from your Sub-Committee representatives and IHG. Click here to view the dates of forthcoming meetings: <http://www.owners.org/Home/DetailView.aspx?xmid=1793>

IHG has announced the venue for the European Conference which will take place this November in Dublin, Ireland. The IHG Owners Association will be hosting a meeting on the afternoon of 27 November, so please plan to arrive in time to meet us there. Registration and agenda details will follow.

I wish you all a wonderful summer and look forward to seeing you all at the Conference if not before. 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.

Best Regards



Gerhard Finster

Arcadia Hotels GMBH

IHG Owners Association European Board Chairman

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European Board Meeting Highlights

- Improvements in the European economies have not been seen, however IHG is outperforming the market in terms of RGI.
- The issues raised at Country Committee's around HeartBeat were discussed, work is being done to gain non-PCR email addresses and how hotels, especially those within the 'good' bracket, can move to 'great'. The thresholds are under review following feedback from our members.
- An update was given by Eric Pearson, IHG's Chief Information Officer, who is working on the foundations of technology, with a focus on commercial, revenue driving technologies. A detailed update on HOLIDEX REVolution will be given in Q3.
- The main focus for the meeting was on cost of sale, which is the number one objective for the European board in 2012. Discussions are underway with IHG on a number of strategies to reduce cost of sale, including book direct. An update on progress will be given at the end of the year.
- An update on development will be given in Q3 and we will meet with Larry Light, IHG's new global head of Brands.
- A big thank you to our sponsors of the board meeting, Sysco Guest Supply, suppliers of guest amenities and accessories – www.guestsupply.co.uk

If you would like more details on any of the topics above, please contact your Country Committee Chairman, contact details can be found below.

Contact the Owners Association

If you have any questions regarding your membership or any of the EMEA Committees, remember you can contact **Jo Brake**, Regional Manager EMEA & Australasia. Based at IHG's office in Denham, UK, Jo can be contacted on:

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Keep in touch with the Owners Association

Keep up to date with Association news and events and receive the latest industry news via:

- www.facebook.com/IHGOwnersAssn
- www.youtube.com/IHGOwners
- www.linkedin.com (IHG Owners Association group)
- www.twitter.com/IHGOwners_Assn
- www.flickr.com/photos/IHGOwners

And via the new website: www.owners.org

Country Committee Chairs:

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