

# 2022

## MEMBERSHIP

**Building Value  
and  
Driving Revenue**

**IHG OWNERS**  
ASSOCIATION

**E**stablished in 1955 by Holiday Inn® for the IHG Owners Association represents and advocates for IHG® Hotels & Resorts around the world. Striving to improve the experience of owners, IHG-branded hotels has always been a top priority.

With thousands of members worldwide, we work together and are able to provide straight-forward solutions to our members' needs. We are experienced in identifying, diagnosing and resolving issues, and then sharing our findings and experiences. Most importantly, we then share our knowledge in actionable, meaningful ways. This is accomplished through our various Groups—Committees and Task Forces—that focus on developing strategies and initiatives for brands and key functions such as marketing, sales, procurement, operations and others.

The Association continuously advocates for our members and to serve the interests of our members, both past and present. In the many ways our recent collaboration with IHG has benefited our members:

- The **IHG® Rewards Auto-Reimbursement Program** has saved owners more than \$15 million annually.
- The **cost of Welcome Amenity points** has been reduced by \$3 million per year.
- The **insurance currency requirement** has been waived for owners approximately \$500,000 annually.
- The Holiday Inn® Express **Formula 1** program has been **adjusted**, saving many owners more than \$1 million annually.
- The **Customized Recruitment Video Campaign** has provided members with a marketing tool to attract and hire top candidates.
- Many IHG **programs and requirements** have been waived, including stayover housekeeping, breakfast standards, and more.

**The IHG Owners Association has saved more than \$30 million in value for our members in the past three years alone. Watch this video to learn more.**

under Kemmons Wilson, the IHG Owners for the interests of owners and operators of strengthening the returns on members' investment - been our guiding principle.

We represent a majority of IHG's franchisees truths about what these owners are expecting these perspectives with IHG leadership accomplished largely through our Working that meet with IHG regularly to discuss strategic functional areas, such as technology, loyalty, , across the enterprise.

programs, standards and initiatives that will practically and financially. Here are some of which IHG created significant, measurable value:

**ment program was created and deployed,**

**s was reduced,** saving hotels approximately

**s for Canadian hotels were relaxed,** saving annually.

**Blue design schemes were clarified and** than \$100,000 per property.

**Offer was developed** from an IHG campaign, tool for job openings and finding qualified

**nts were reviewed and relaxed,** including standards, Kids Eat Free and PPE.

**on has created  
value for owners  
me! Watch this  
ore.**



The Association's wide array of benefits and educational resources provide members unparalleled opportunities to gain access, insights and influence, helping to create long-term value for their hotels.

## Gain Access

- Our exclusive **Free Nights Program** provides access to twenty-five (25) free room nights at all member hotels around the world, enabling you to rediscover the joys of travel for less.
- As an Association member, you'll receive a complimentary upgrade to **IHG Rewards Platinum Elite status**, giving you valuable benefits like potential upgrades, priority check-in and late check-out.
- Get access to discounts and special offers on the items and services you need to successfully run your hotel with our **Allied Member Program**, which connects our members with leading industry partners and suppliers.

## Gain Insights

- The knowledge-based **Member Center** empowers you with timely, relevant information and valuable resources to help drive revenue and control costs through a state-of-the-art online platform.
- Get the inside story on the Association, IHG and our industry through our exclusive **publications**, including the quarterly *OWNER* magazine, weekly myConnect digital newsletter and much more.
- Our **Expert Sessions** and **Strategic Partnerships** help owners learn, grow and advance their business through educational webinars, resources and practical data from industry leaders who explore a variety of hospitality-related topics and issues.

## Gain Influence

- Our **Working Groups** are comprised of owner volunteers who represent your interests on critical topics through advice and counsel with key IHG senior executives and stakeholders.
- Share your feedback on issues through **surveys** and the **Global Text Messaging Program**. Your opinion matters, and feedback is shared with IHG to present owners' views on critical subjects.

To help ease the financial pressure owners continue to face, the Association has extended our 20 percent discount for 2022 membership dues. This discount is available to both new and returning members and is applicable now through the end of 2022.

## 2022 DUES PER PROPERTY\*

No. of rooms per hotel	2022 annual dues with 20% discount	Savings per hotel
1 - 80	\$328	\$82
81 - 100	\$396	\$99
101 - 125	\$408	\$102
126 - 150	\$424	\$106
151 - 175	\$488	\$122
176 - 200	\$496	\$124
201 - 250	\$504	\$126
251 +	\$576	\$144

\*Dues must be paid for all eligible properties. For membership requirements, visit our website at [www.owners.org/requirements](http://www.owners.org/requirements). For Free Nights Program information, visit [www.owners.org/freenights](http://www.owners.org/freenights).

## We Are Better Together

Activate your Association membership for 2022 online, by scanning the QR code or by contacting your regional representative.



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