

# THE IHG BRAND BRIEF

LUXURY & LIFESTYLE | FEBRUARY 2026

ELEVATING IHG'S  
GROWTH & OFFERINGS  
**WITH MARK SERGOT**  
SVP, Global Sales  
IHG Hotels & Resorts

FEATURED BRAND  
**KIMPTON**

FEATURED DESTINATION  
**UNITED ARAB EMIRATES**  
Enchanting escapes in the desert

INDUSTRY INSIGHTS  
**WITH ISAAC COLLAZO**  
VP, Analytics, STR

# IN THIS ISSUE

4

## **Q&A**

WITH MARK SERGOT, SVP, GLOBAL SALES

6

## **IHG IN THE NEWS**

8

## **INCENTIVE TRAVEL**

10

## BRAND SPOTLIGHT **KIMPTON**

12

## DESTINATION SPOTLIGHT **UNITED ARAB EMIRATES**

14

## **NEW AND NOTABLE HOTELS AND RESORTS**

56

## **INDUSTRY INSIGHTS**

WITH ISAAC COLLAZO, VP OF ANALYTICS, STR

60

## **TRADE SHOWS & EVENTS CALENDAR**



KIMPTON KITALAY SAMUI, THAILAND



VIGNETTE COLLECTION TH8 PALM DUBAI BEACH RESORT, UAE



INTERCONTINENTAL DUBAI MARINA, UAE

## WE TAKE REQUESTS

Is there a destination or hotel you'd like to learn more about? Let us know what you want to see in our next issue of Brand Brief.

[Send requests here >](#)



# Q&A

with Mark Sergot  
SVP, GLOBAL SALES

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*IHG Brand Brief caught up with Mark Sergot for a review of 2025 and the possibilities he's looking forward to in 2026.*

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## **WHAT ARE YOUR TOP THREE MOST EXCITING WINS FROM 2025?**

I would have to say that IHG reaching 1 million open rooms around the world is number one on my list, followed closely by the addition of the Ruby brand, giving clients more options for every travel occasion. And last but certainly not least, the notable growth of our sales organization around the world, enabling more connectivity with key customers, is truly something we're all very proud of.

## **WHAT TRADE SHOWS AND CONFERENCES WERE NOTABLE THIS PAST YEAR?**

Our IHG Ignite event in Dubai in November was an incredible success, with 400 participants from around the world. The time we spent together was productive, powerful,

and full of learning. We also participated in more than 75 trade shows and events worldwide with key trade organizations like Worldwide Exhibition for Incentive Travel Meetings and Events (IMEX), the Global Business Travel Association (GBTA), and the International Luxury Travel Market (ILTM).

## **WHERE DID YOU SEE THE MOST EXCITING GROWTH IN THE GROUPS & MEETINGS SPACE THIS YEAR?**

Groups & Meetings is an area that's growing everywhere across the IHG portfolio as we spread the word about our products and capabilities in this space. It's been fun to see the positive customer reaction as we introduce exceptional hotels and resorts globally across our portfolio of brands that exceed their expectations.

## **WHAT CAN YOU SHARE WITH US ABOUT GROWTH IN INCENTIVE TRAVEL? WHAT HAS BEEN NOTEWORTHY ABOUT THAT SEGMENT?**

Customer recognition of the importance of awarding and recognizing colleagues continues to grow. With that, our portfolio of hotels and resorts is well positioned to provide exceptional experiences. From Six Senses and Regent to InterContinental and Iberostar Beachfront Resorts, we have options for every level of incentive recognition. Our latest issue of *Incentive Escapes*, full of new properties and inspiring destinations, is hot off the press and ready to download now.

## **IF YOU HAD TO SUM UP 2025 IN ONE WORD, WHAT WOULD IT BE AND WHY?**

One word is difficult. I would say we continue to

be ON THE MOVE! From having exceptional brands and new hotels opening every day to our best-in-class loyalty program, IHG is making waves everywhere we operate.

### LOOKING AHEAD TO 2026, WHAT ARE YOUR BUSINESS GOALS?

We are singularly focused on helping our customers succeed. From sales engagement to programming and execution, everything we do will continue to be guided by our customers' needs and objectives. We are thinking globally and acting locally, working cross-functionally, and embodying innovation and professional excellence in pursuit of this goal.

### ARE GLOBAL ECONOMIC SHIFTS AFFECTING TRAVEL? IF SO, HOW WILL IHG ADDRESS THESE?

As a global company, we are accustomed to every changing business climate somewhere in the world. Our focus will remain on working closely with our clients to ensure they have the best options and experiences, wherever travel takes them.



SIX SENSES FORT BARWARA, INDIA

# Off the cuff

*A few rapid-fire questions that always yield interesting answers.*

## 1 WHERE ARE YOU HEADING NEXT?

London, New York, Los Angeles, and more!

## 2 WHEN YOU'RE NOT ON THE ROAD FOR WORK, WHERE DO YOU LIKE TO TRAVEL FOR LEISURE?

I enjoy a relaxing beach or an active city center — it all depends on where my family wants to travel.

## 3 WHAT'S THE ONE NON-TECHNOLOGY TRAVEL ITEM YOU NEVER LEAVE HOME WITHOUT?

Earplugs. There's a \$20 version from Amazon that has changed my ability to sleep and relax!

## 4 TELL US A TRAVEL SECRET: WHAT IHG HOTEL OR DESTINATION DO YOU CONSIDER A "HIDDEN GEM"?

I love traveling in India. My new love is Six Senses Fort Barwara. It's magical, peaceful, and spiritual. Plus, it's just 30 minutes away from Ranthambore National Park, where you can go on safari to see the tigers.

# IHG IN THE NEWS

## INTERCONTINENTAL TO OPEN FIRST BRANDED RESIDENCES IN BANGKOK

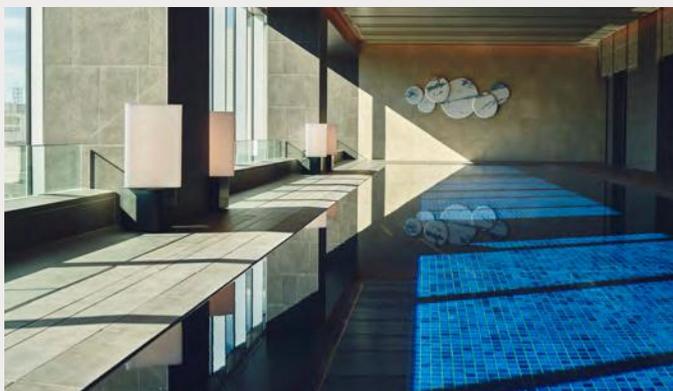
IHG is accelerating its global growth with another milestone signing — the first standalone branded residences property for its acclaimed InterContinental brand with the InterContinental Residences Bangkok Asoke.

This architectural masterpiece is scheduled for completion in 2029, offering buyers a choice of 88 luxury residential units to call home in a stunning new build situated in the heart of Thailand’s capital city. It’s another significant moment for the world’s first and largest luxury hotel brand as it develops iconic residences synonymous with cultural discovery, inspired by an unrivaled knowledge of the world.

[Read more >](#)



INTERCONTINENTAL RESIDENCES BANGKOK ASOKE, THAILAND



## INTERCONTINENTAL OPENS IN SAPPORO, JAPAN

InterContinental Hotels continues its legacy in pioneering new destinations with the opening of InterContinental Sapporo. Occupying the 9th to 14th floors of the striking Lilac Square complex, the newly built hotel features 149 guest rooms, including 13 suites along the Toyohira River. Guest amenities include a 20-meter indoor heated pool, a 24-hour fitness center, and multiple dining options, such as Sawaka, an omakase-style specialty restaurant that fuses Japanese aesthetics with global culinary technique.

[Read more >](#)

## KIMPTON DEBUTS IN THE MIDDLE EAST

A bold new chapter in luxury lifestyle arrives in the Kingdom of Saudi Arabia with the opening of Kimpton KAFD Riyadh. The hotel, which rises gracefully across 16 floors, blends Kimpton's playful personality with contemporary elegance. Located in the heart of the lively King Abdullah Financial District (KAFD), Kimpton KAFD Riyadh is perfectly positioned to offer guests convenient access to the area's nearby offices, shops, restaurants, and entertainment.

[Read more >](#)



## IHG ANNOUNCES FIRST REGENT IN A JAPAN RESORT LOCATION

The 58-key Regent Karuizawa — a forthcoming onsen retreat in the historic town of Karuizawa — will feature a choice of rooms and villas and set a new benchmark in upper luxury mountain destinations when it opens in 2028. Designed by renowned Japanese architect Kengo Kuma and surrounded by lush forest, hot springs, and views of Mount Asama, the hotel is set to be an exclusive sanctuary for guests seeking tranquility and refined modern luxury from the world-renowned Regent brand.

[Read more >](#)



## NEW CAIRO'S NORTH 90 STREET IS HOTEL INDIGO'S NEWEST NEIGHBORHOOD

IHG has signed a management agreement with Jadeer Group for a new Hotel Indigo property in New Cairo. The signing strengthens IHG's growing Luxury & Lifestyle portfolio in North Africa and adds another distinctive hotel to the group's presence in Egypt. The 120-room hotel is set to open in 2031 as part of Red (G), a mixed-use development featuring residences, retail, and hospitality offerings in one of New Cairo's most prominent neighborhoods.

[Read more >](#)

## KIMPTON ENTERS NAPA VALLEY, CALIFORNIA

Set to feature thoughtful architecture and décor echoing its picturesque surroundings, Kimpton Napa will invite guests and locals to experience the brand's sophisticated yet playful approach to hospitality. The hotel's prominent and visible location will offer an idyllic setting for a scenic stroll after a day of shopping, extraordinary dining, or sampling world-class wines.

[Read more >](#)

ELEVATE THEIR SUCCESS

# INCENTIVE TRIPS THAT WORK AS HARD AS THEY DO

Unlock a world of unforgettable experiences with IHG incentive destinations. This curated selection of hotels and resorts around the globe promises luxury, comfort, and exceptional service. Click each hotel or resort thumbnail to learn more or check out the special edition of the [Incentive Escapes newsletter](#).





INTERCONTINENTAL FIJI  
GOLF RESORT & SPA, FIJI



REGENT BALI CANGGU, INDONESIA



SIX SENSES DOURO VALLEY, PORTUGAL



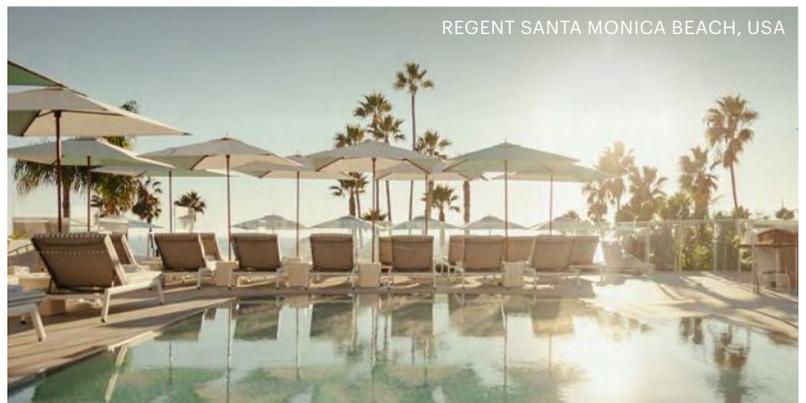
IBEROSTAR WAVES ROSE HALL BEACH, JAMAICA



SIX SENSES YAO NOI, THAILAND



VIGNETTE COLLECTION ALDHAFRA RESORT, UAE



REGENT SANTA MONICA BEACH, USA

# Unforgettable *Awaits*



# Stay *outside* the lines

## DESIGN-FORWARD SPACES

Designed to start conversations and offer new perspectives. Every Kimpton hotel is unique, but they're all bound together by superlative style and an irreverent spirit.

## LOCALLY LOVED RESTAURANTS AND BARS

Experience locally loved restaurants and bars where curious flavors meet well-traveled palates. Our restaurants and bars are always a reflection of their location and invite discovery from guests and locals alike.

## SIGNATURE EXPERIENCES

Prepare for experiences beyond the ordinary. From offering all-day neighborhood flavors to bicycles meant for exploring your surroundings to an evening social hour with music, every Kimpton has amenities that make it memorable.

83

OPEN HOTELS

15,537

OPEN ROOMS

64

PIPELINE HOTELS

12,703

PIPELINE ROOMS

KIMPTON®

DESTINATION SPOTLIGHT

# United Arab Emirates





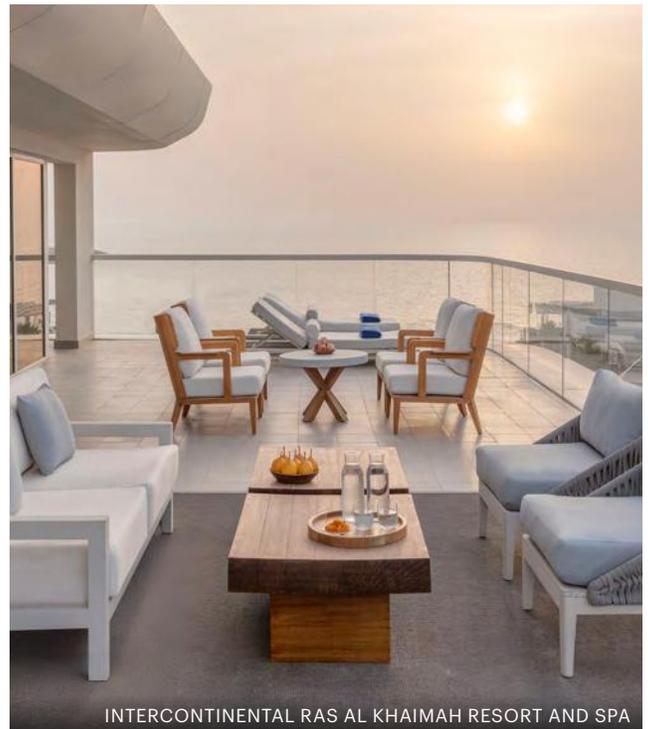
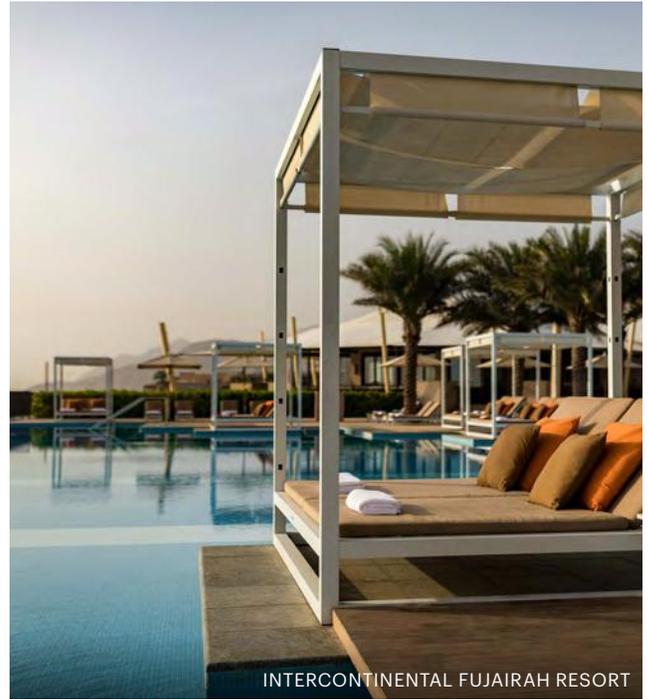
Discover a destination where sweeping desert horizons meet soaring city skylines — where heritage and innovation coexist in perfect balance. A journey to the United Arab Emirates is a study in contrasts, elevated further by IHG's Luxury & Lifestyle Collection, offering [12 exceptional hotels](#) across this dynamic region.

Dubai, the UAE's most populous city, dazzles with its ultramodern architecture, luxury retail, and vibrant nightlife. Stay in the heart of the action at [Hotel Indigo Dubai Downtown](#) or [InterContinental Dubai Festival City](#), both ideally positioned for uncovering hidden gems and experiencing local favorites.

For travelers seeking serenity on the turquoise shores of the Persian Gulf, [Vignette Collection Th8 Palm Dubai Beach Resort](#) offers a retreat that feels worlds away while remaining close to the city. Meanwhile, [InterContinental Ras Al Khaimah Resort and Spa](#) and [InterContinental Fujairah Resort](#) continue to be guest favorites for family escapes, group getaways, or romantic retreats — just a convenient 45-minute drive from Dubai.

In the capital city of Abu Dhabi, the [Vignette Collection Aldhafra Resort](#) immerses guests in desert tranquility, blending modern comfort with cultural authenticity, complete with sweeping dune views and locally inspired craftsmanship.

Wherever your journey takes you, the UAE offers unforgettable experiences for every type of traveler.





THE NEW HOTEL LIST

# NOW OPEN & READY TO IMPRESS

## GREATER CHINA

[InterContinental Shanghai Jing'an Serviced Apt.](#)

[Kimpton Tsim Sha Tsui Hong Kong](#)  
[Hotel Indigo Chengdu Financial City](#)  
[Hotel Indigo Harbin Central Avenue](#)  
[Hotel Indigo Shanghai Harbour City](#)  
[Hotel Indigo Wuxi Qingming Bridge](#)

## EMEAA

ASIA

[InterContinental Sapporo](#)

EUROPE

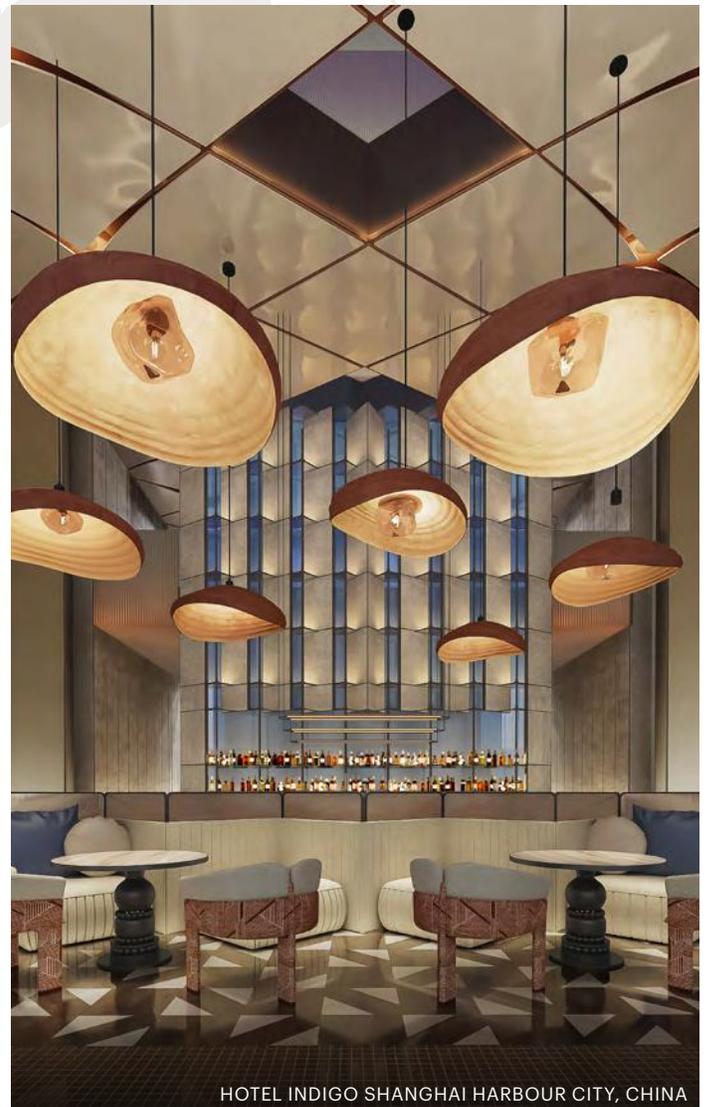
[Hotel Indigo Krakow – Wawel Castle](#)



INTERCONTINENTAL SAPPORO, JAPAN



INTERCONTINENTAL MELBOURNE  
THE RIALTO, AUSTRALIA



HOTEL INDIGO SHANGHAI HARBOUR CITY, CHINA



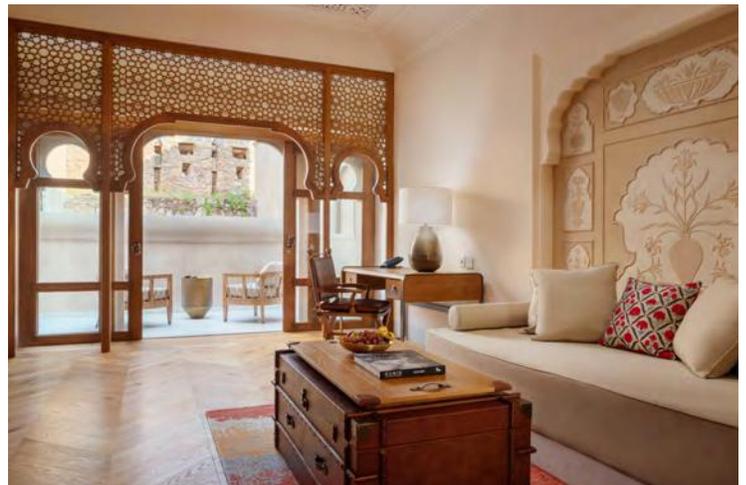
KIMPTON TSIM SHA TSUI HONG KONG, CHINA

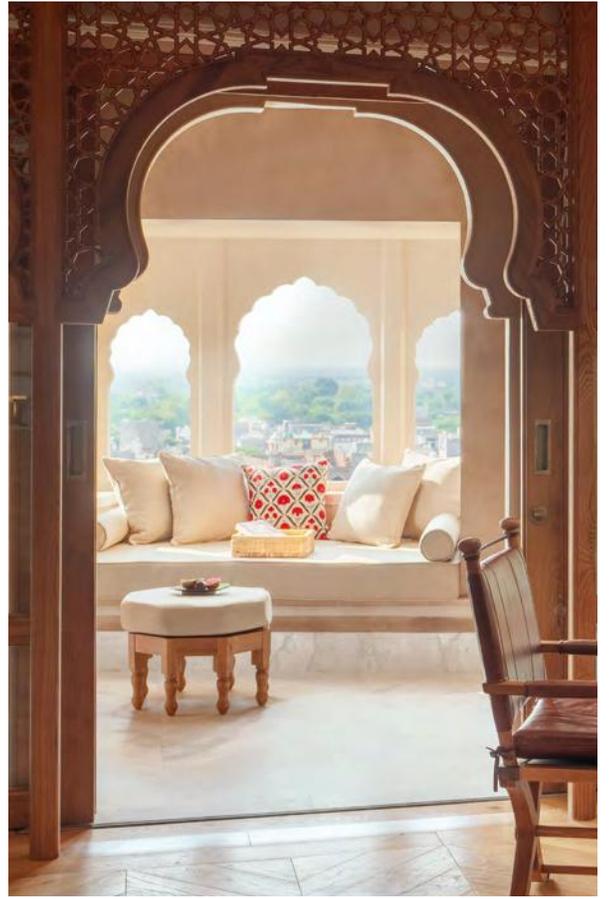


FEATURED HOTEL

# SIX SENSES FORT BARWARA

A beautiful 14th-century fort is now Six Senses Fort Barwara, once owned by the Rajasthani Royal Family. Enjoy the view from your private terrace toward the Barwara Heritage Village or the Chauth ka Barwara Temple high above the lake. The enclosed private sanctuary of the suites incorporates sophistication and grandeur. Stay fed and nourished at the on-site restaurants, which combine the best of regional Rajasthani and pan-Indian cuisine with a sprinkling of international influences.



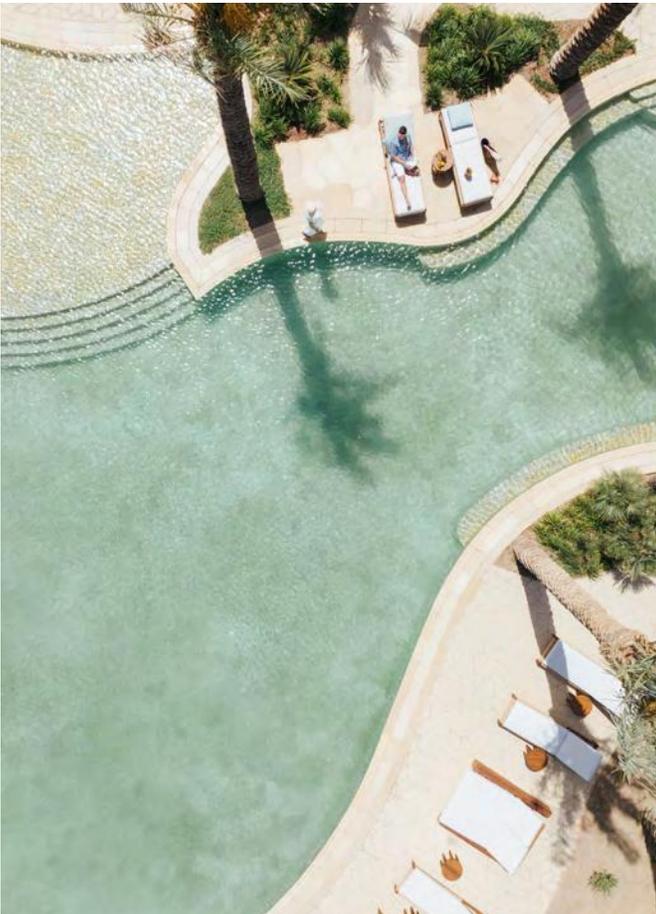




FEATURED HOTEL

# SIX SENSES SOUTHERN DUNES, THE RED SEA

Located along the historic incense trade route against the backdrop of desert plains and the Hijaz Mountains, Six Senses Southern Dunes, The Red Sea resort pays homage to Nabataean architectural heritage and majestic desert surroundings. Diverse culinary offerings, elegant rooms that reflect the sandy dunes, a spa that includes a sensory suite with a meditation dome and outdoor treatment cabanas, and an array of cultural experiences, including the ancient craft of Sadu weaving, make for a most memorable stay.











FEATURED HOTEL

# SIX SENSES VANA

Immerse yourself in a wellness retreat that invites you to feel, think, and be better. Named after the forest we take refuge in, Six Senses Vana aims to protect and nurture, providing space to discover and flourish. Every stay includes full-board accommodation with all meals provided and prepared with guided nutrition; daily retreat activities such as yoga, meditation, workshops, and functional fitness; wellness consultation and screening; daily treatments; airport transfers; and attire to wear.



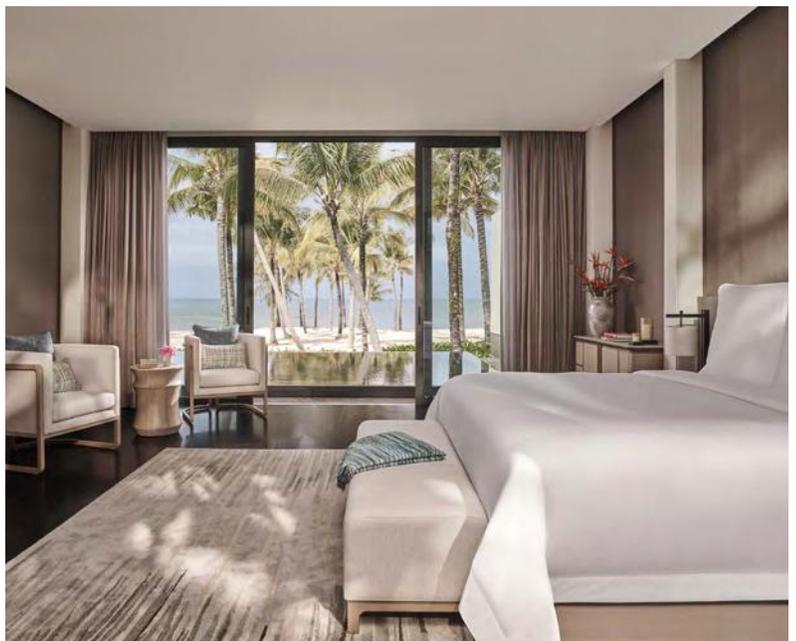
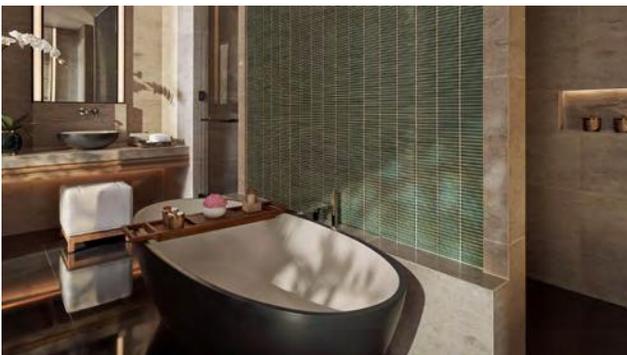




FEATURED HOTEL

# REGENT PHU QUOC

At Regent Phu Quoc, revel in the sublime comfort of luxury suites and villas featuring private pools. This Vietnamese enclave holds a kind of captivating magic, where untouched tropical landscapes are interwoven with the rustic charm of an idyllic island life. Indulge in an interactive dining experience or an afternoon of soaking up the sun and Gulf of Thailand views. At the spa, try a treatment that uses precise vibrations and binaural audio frequencies to guide your brain into deep relaxation.











FEATURED HOTEL

# INTERCONTINENTAL INDIANAPOLIS

InterContinental Indianapolis brings refined luxury, timeless style, and famed Hoosier hospitality to downtown Indianapolis. Enchanting 1920s period details that have been impeccably preserved and a richly decorated lobby make this hotel a must-see. Savor culinary delights with afternoon tea at Serliana, and enjoy prime fare inside the swanky Hyde Park Steakhouse. Upstairs, Astrea Rooftop Bar hosts nightcaps, private dining, and dazzling views of Monument Circle.



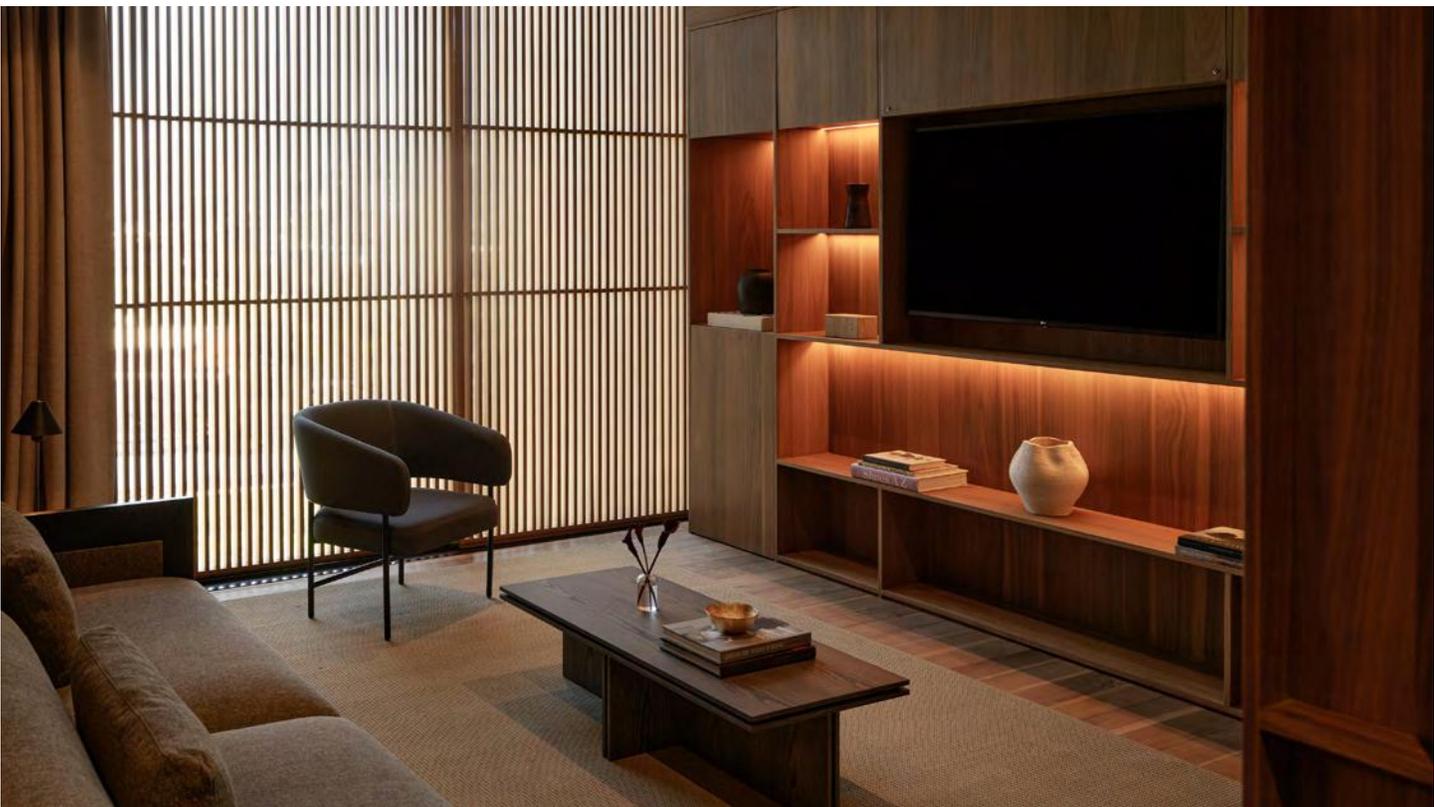
FEATURED HOTEL

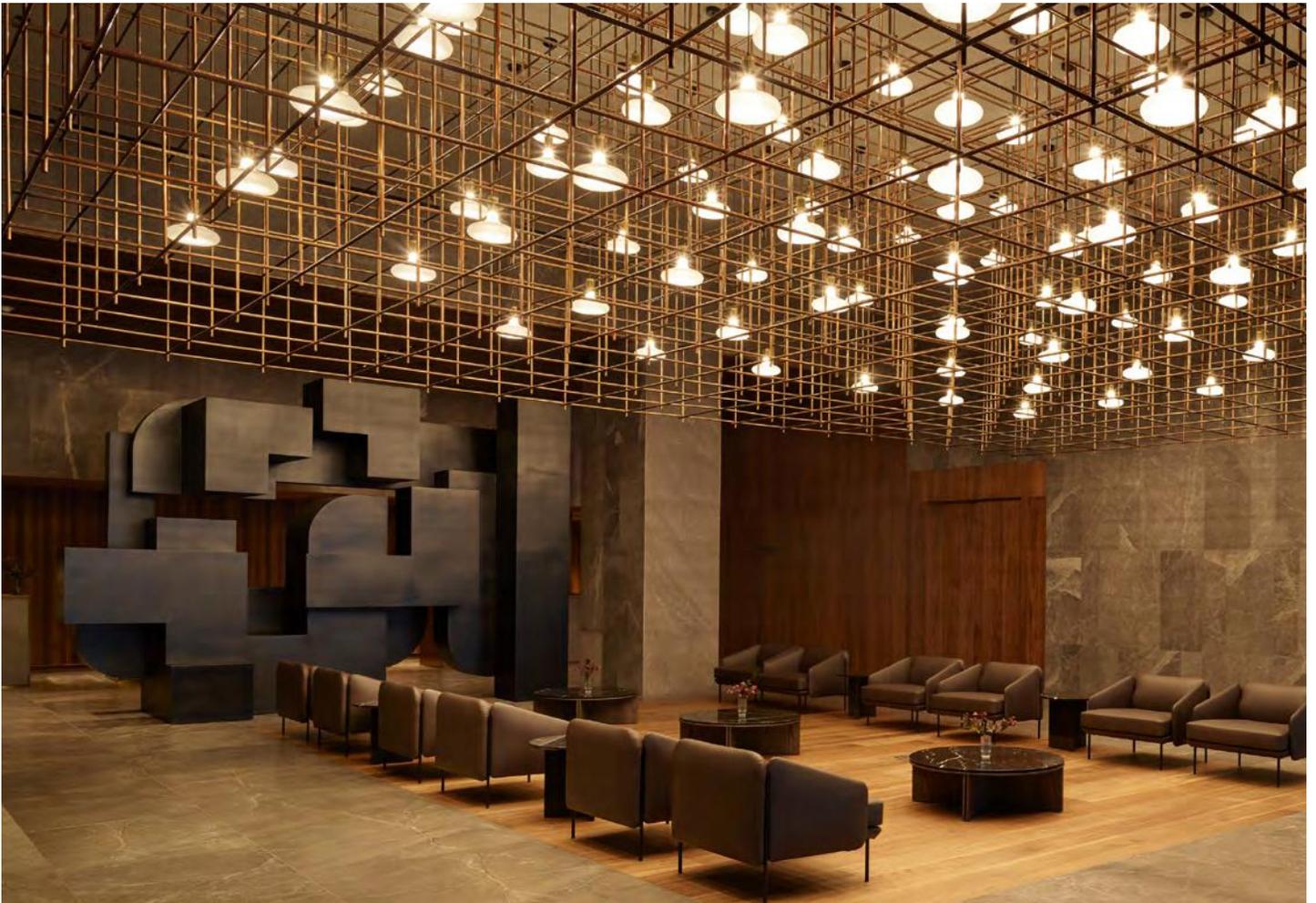
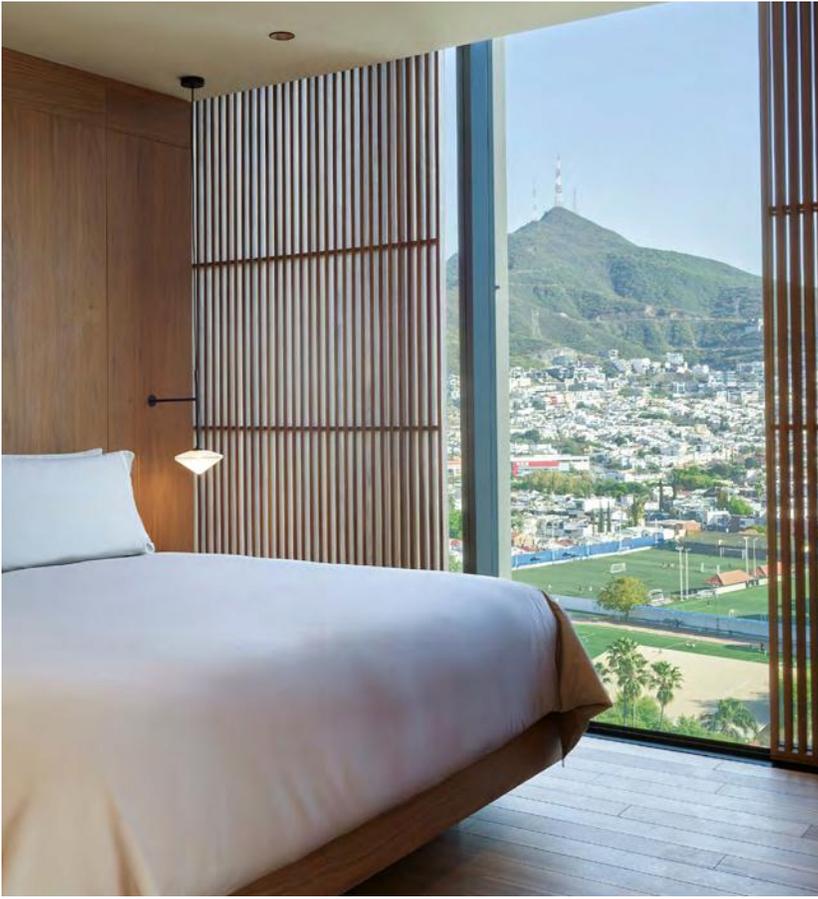
# INTERCONTINENTAL PRESIDENTE MONTERREY

Designed in a contemporary style and located in the heart of San Pedro Garza García, Monterrey's most exclusive area, the InterContinental Presidente Monterrey blends elegance and comfort to make travel an exceptional experience. Luxurious rooms with stunning views of the Sierra, an exclusive pillow menu, divine dining, and access to some of the best shopping in Mexico make this urban oasis a top choice for discerning travelers who seek the best life has to offer.











FEATURED HOTEL

# INTERCONTINENTAL SYDNEY

Nestled in the dress circle of Circular Quay with unparalleled views across the Harbour City, InterContinental Sydney has been an icon for more than 35 years. The stylish hotel is set within the restored Treasury Building of 1851, the first purpose-built government office in Sydney. It houses the oldest operating lift in the Southern Hemisphere and the first vault in Australia. From the guest rooms, gaze at the Sydney Harbour Bridge, Sydney Opera House, Royal Botanic Gardens, and city skyline.







FEATURED HOTEL

# VIGNETTE COLLECTION VERNO HOUSE BUDAPEST

Bisected by the picturesque Danube River, Hungary's capital city is vibrant and alive. Tucked into this urban oasis is a hotel designed as a meeting point for travelers and locals alike to find a deeper understanding of the city's spirit. A perfect place to recharge before the next day's explorations, Vignette Collection Verno House Budapest offers an exquisite wellness space, thoughtfully designed to be an essential part of pampering your body and mind.







FEATURED HOTEL

# KIMPTON ATLÂNTICO ALGARVE

Nestled by one of the Algarve's most beloved beaches, Kimpton Atlântico Algarve introduces a soulful take on luxury living, just moments from the vibrant town of Albufeira. With a deep connection to its surroundings, the hotel invites you to experience Portugal's cultural richness through local flavors, artisanal cocktails, wellness rituals, and curated experiences. Every detail is crafted to nourish the senses, from the Mediterranean gardens to sun-drenched interiors.







FEATURED HOTEL

# KIMPTON TSIM SHA TSUI HONG KONG

Located in the heart of Tsim Sha Tsui, Kimpton Tsim Sha Tsui Hong Kong puts you steps from Victoria Harbour, the Star Ferry, and the lively Avenue of Stars. Relax in stylish rooms with stunning harbor views, and enjoy the 24-hour fitness center, five unique restaurants, and luxury spa. Don't miss the outdoor heated rooftop pool, flanked by Swim Club, a poolside paradise that invites guests to indulge in playful cocktails crafted with innovative techniques and infused with local flavors.











FEATURED HOTEL

# HOTEL INDIGO GALAPAGOS

The sea, sun, and natural wonders of the Galapagos are an unforgettable — some say magical — experience. With the tiny size of San Cristobal Island, the pull to immerse yourself in the local lifestyle is strong. The intimate Hotel Indigo Galapagos is a refuge of tranquility, luxury, and natural beauty. Here you'll find connection to the spirit of this magical island while you enjoy global cuisine with local flavors, soak in the Pacific Ocean views from your balcony, relax in the outdoor infinity pool, and renew your body and soul at the spa.



FEATURED HOTEL

# HOTEL INDIGO PLAYA DEL CARMEN

The newest jewel of the Mayan Riviera makes a stunning debut for sun-soaked adventures. Whether you're longing for a romantic getaway, natural exploration, or a relaxing retreat, this boutique hotel puts the best of Playa del Carmen in the limelight with access to nearby shops, restaurants, and nightlife. Thoughtfully designed rooms blend comfort with local charm. And don't miss the rooftop oasis with a sparkling pool, hot tub, and a stylish lounge area with panoramic views — the perfect way to start or end a day.





# INDUSTRY INSIGHTS

## SUMMER BLUES GIVE WAY TO FALL COLORS

*Following a sluggish summer (June–August) with global revenue per available room (RevPAR) up just 0.9%, September showed renewed strength, rising 3%, driven by a 2.6% increase in average daily rate (ADR). Occupancy also ticked up (+0.3 percentage points, ppts) after six consecutive months of declines. Despite the stronger monthly performance, year-to-date RevPAR remained steady at 2.7%, supported by a 3.1% gain in ADR. However, occupancy continued to lag (-0.3 ppts) as supply growth outpaced demand.*

As of September, year-to-date global hotel room demand had increased by 1%, marking growth in 44 of the past 48 months. This expansion has been broad-based, with 94 out of 130 tracked countries reporting gains. Japan led all countries in room demand growth, followed by Vietnam. Notably, eight countries — including India, Spain, the UK, the UAE, Vietnam, and Japan — accounted for 70% of the total net increase. Japan alone contributed 22% of the growth in room demand. Global room demand is up 42,000 room nights. That means that, on average, the hotel industry is selling 154,000 more rooms per day than it did a year ago. While growing, room demand is slowing due to weakness in the U.S., Thailand, and Indonesia.

### U.S. PERFORMANCE

The U.S. hotel industry continued to struggle, with

YTD RevPAR down 0.1% due to declining occupancy and sluggish ADR growth. Notably, ADR has trailed inflation in 24 of the past 36 months — a trend reminiscent of the Great Recession, when ADR lagged inflation for 26 months. While this pattern typically aligns with economic recessions, it has also appeared during periods of uncertainty and slow GDP growth, such as early 2019 through the onset of the pandemic.

Room demand in the U.S. has declined for six consecutive months, with September's drop of 1.1% marking the steepest since April. On average, the industry is selling 7,400 fewer rooms per day compared to a year ago.

### REST OF THE AMERICAS (EXCLUDING U.S.)

YTD RevPAR across the Americas (excluding the U.S.) rose 7.3%, primarily driven by

ADR growth (+6.8%). While ADR remains the key driver, demand has steadily increased over the past three quarters, up 1.6% YTD, with nearly uniform gains across all subcontinents — except North America, where Mexico's performance has tempered demand growth. Occupancy in the continent averaged 63.3%, with Aruba, the Bahamas, Curaçao, and Puerto Rico all above 70%.

**North America:** YTD RevPAR rose 7.5%, led by strong ADR growth in Mexico (+12.4%). The surge was concentrated in resort destinations such as the Mexican Caribbean, Cancun, and Baja California, where ADR posted double-digit increases.

**Canada:** YTD RevPAR increased 4.7%, driven by ADR. However, demand growth in Q2 and Q3 exceeded 2%, boosting occupancy by a full percentage point. The rise in demand is attributed to higher international inbound travel and reduced outbound travel to the U.S.

**Central America:** Panama, the region's largest hotel market, led performance with a 7.3% YTD RevPAR increase, supported by both ADR and occupancy gains. Overall, the subcontinent saw a 2.5% RevPAR increase, entirely driven by ADR (+3.6%), as occupancy was down.

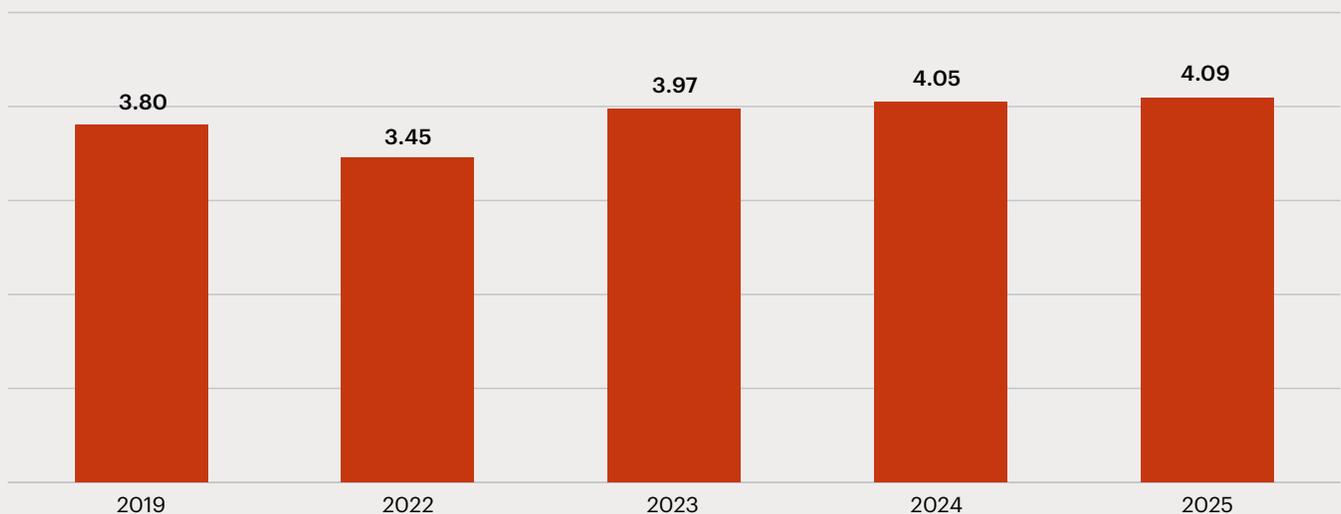
**Caribbean:** YTD RevPAR was nearly flat (+0.6%). Declines were seen in Turks and Caicos (-10.2%), Jamaica (-5.4%), and the Bahamas (-2.1%). The Dominican Republic, the largest market in the subcontinent, posted a modest gain (+0.7%) as occupancy retreated and ADR rose 3.5%. ADR in the entire region was up 2.1%, with double-digit growth seen in Barbados, Bermuda, and St. Lucia.

**South America:** South American YTD RevPAR was up a strong 15% on double-digit ADR gains in Brazil and Argentina. All countries in the subcontinent saw ADR gains driven in part by



## GLOBAL ROOM DEMAND GROWING BUT SLOWING

Global room demand, in billions, September YTD



Source: STR. © 2025 CoStar Group

# INDUSTRY INSIGHTS

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inflation, which averaged 3.7% across most countries, but with several (Argentina and Venezuela) seeing hyper-inflation (>41%).

## EUROPE

Europe had a surprisingly strong summer, given the wide variety of events various markets needed to offset last year's gains. YTD RevPAR rose 3.5%, supported by ADR growth (+2.9%) and a modest occupancy increase (+0.5 ppts). Occupancy on the continent was just shy of 70%, with Ireland, Spain, and the UK all above 70%.

**Southern Europe:** +6.5% YTD RevPAR growth and contributed 250 basis points to the continent's total growth, led by Turkey (+24% RevPAR, ADR-driven). Other strong performers included Greece, Italy, Spain, and Portugal (all +2.2% or more).

**Eastern Europe:** +10.1% YTD RevPAR, driven by Ukraine and Belarus, though their impact on the continental average is minimal.

**Northern Europe:** +1.7% RevPAR, led by Denmark (+10.5%) and Norway (+11.3%). The UK, the largest market in the subcontinent, was up just 0.5% due to falling occupancy and weak ADR (+0.8%). The market was down in the first half of the year but returned to growth in Q3 (+3.6%).

**Western Europe:** -1.6% RevPAR, with France and Germany down more than 3%. The decrease in both countries was due to 2024 events, including the Paris Olympics and the UEFA Euro 2024 games in Germany.

## ASIA-PACIFIC

YTD RevPAR increased 2.5%, with all four subregions contributing to the continent's gain.

**Central & South Asia:** YTD RevPAR up 9.6%, led by strong ADR growth (+8.9%) in India.

**Australia & Oceania:** YTD RevPAR increased 4.4%, led by Australia (+5.4%), where ADR was up 2.5%.

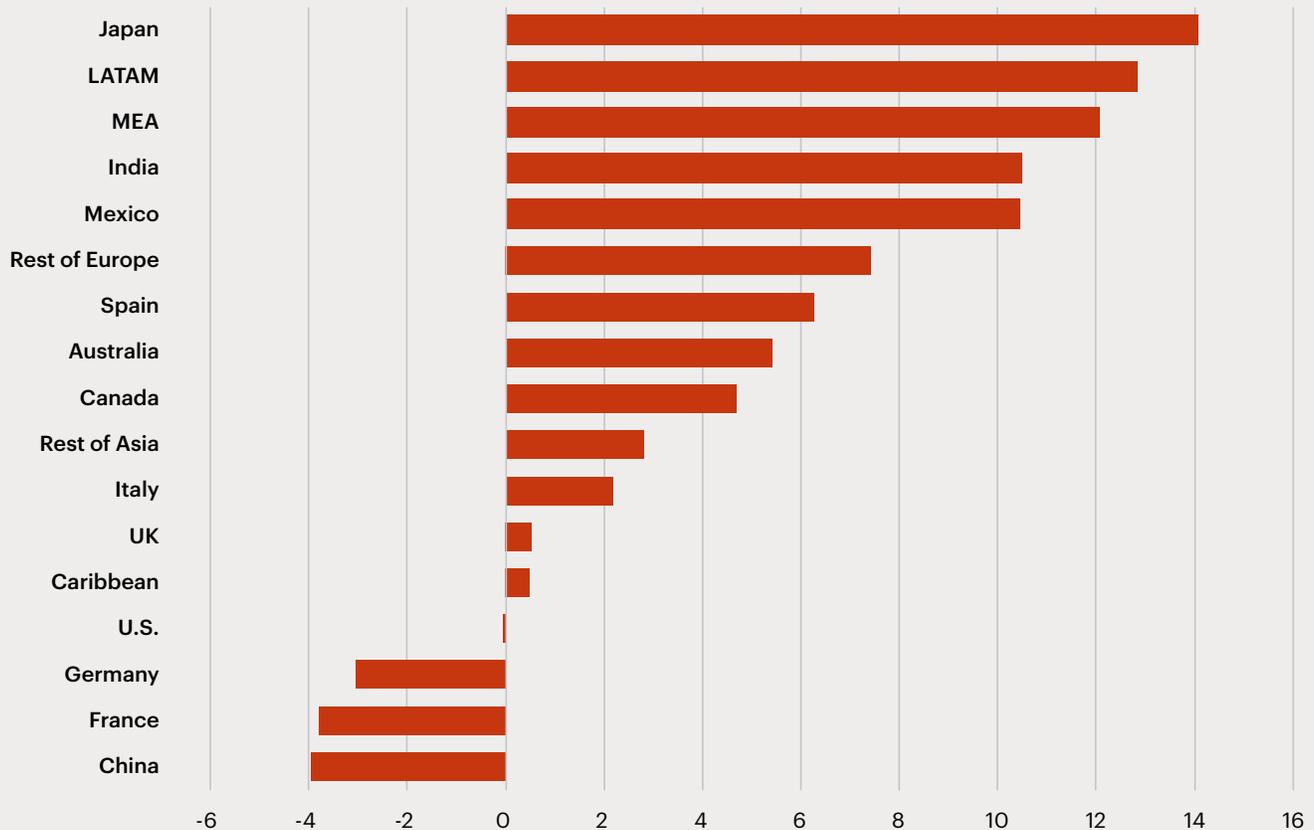
**Northeastern Asia:** Dragged down by China (-4%), despite strong gains in Japan (+14%) and South Korea (+7.7%), with the latter two led by ADR growth. Occupancy in Japan and Singapore is right under 80%.

**Southeastern Asia:** YTD RevPAR up 1.3%, held back by weak performance in Indonesia and Thailand; bright spots include the Philippines and Vietnam. It's been a challenging year for many Thai markets. Foreign visitors are down 7.4% YTD, with the decline largely led by Chinese tourists choosing other destinations.

“  
*Despite increased economic uncertainty brought about by changes in U.S. policies, global room demand continued to advance with September's increase, the largest since Q1.*  
”

## MOST OF THE WORLD SEEING STRONG REVPAR GROWTH

RevPAR change, September YTD



Source: STR. © 2025 CoStar Group

### MIDDLE EAST & AFRICA

This region continues to outperform all others, with YTD RevPAR up 11.7%.

**Northern Africa:** 25% YTD RevPAR gain, driven by strong growth in Egypt. ADR in the country increased 22.5%.

**Southern Africa:** YTD RevPAR up 10.3%, led by South Africa, which

accounts for over a third of the region's room supply.

**Middle East:** YTD RevPAR increased 7.3%, with standout performance from the UAE (+12.1%). Besides a strong ADR increase (+7.7%), occupancy was also high (78.7%).

### OUTLOOK

Despite increased economic uncertainty brought about

by changes in U.S. policies, global room demand continued to advance with September's increase, the largest since Q1. No real changes are anticipated over the next 18 months, as inflation and economic uncertainty are not expected to abate. Expect more of the same, with ADR increasing in many locations.

# GLOBAL SALES KEY EVENTS



SÃO PAULO, BRAZIL | MAY 4-7  
**ILTM LATIN AMERICA**

One of the most colorful shows in the ILTM Collection, ILTM Latin America is a great place to meet our leaders in the luxury travel business who are focused on the Latin American market.



INTERCONTINENTAL SÃO PAULO, BRAZIL



VIGNETTE COLLECTION TH8 PALM DUBAI BEACH RESORT, UAE



HOTEL INDIGO DUBAI DOWNTOWN, UAE



DUBAI, UAE | MAY 4-7

**ARABIAN TRAVEL MARKET**

For over three decades, Arabian Travel Market has been at the heart of the travel and tourism industry, driving growth and creating opportunities. Connect with our global specialists on the latest in the Middle East travel industry.

## L.E/MIAMI

MIAMI, USA | JUNE 1-4

## L.E/MIAMI

Learn about trendsetting hotels and how IHG can help you plan memorable events at this vibrant show that's aimed at high-end travel designers, corporate travel managers, and international travel media.



KIMPTON ANGLER'S HOTEL SOUTH BEACH, USA



KIMPTON HOTEL PALOMAR SOUTH BEACH, USA



INTERCONTINENTAL SINGAPORE ROBERTSON QUAY



VOCO ORCHARD SINGAPORE



SINGAPORE | JUNE 30-JULY 2

## ILTM ASIA PACIFIC

Dedicated to the entire APAC travel industry, this event offers the latest from our global specialists in the Leisure, Luxury, Groups & Meetings, and Corporate Travel segments.

THE IHG BRAND BRIEF  
FEBRUARY 2026 | IHG.COM



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INTERCONTINENTAL

VIGNETTE COLLECTION

KIMPTON

HOTEL INDIGO

VOCO Ruby



CROWNE PLAZA



EVEN



Holiday Inn Garner

avid

ATWELL SUITES

STAYBRIDGE SUITES



CANDLEWOOD SUITES

IHG ONE REWARDS