



# THE IHG<sup>®</sup> **BRAND BRIEF**

LUXURY & LIFESTYLE | MARCH 2025

STRATEGIC VISIONING  
**WITH MARK SERGOT**  
SVP, Global Sales, IHG

FEATURED BRAND  
**REGENT HOTELS & RESORTS**  
Discover what makes each stay truly unique

FEATURED DESTINATION  
**NEW YORK CITY**  
Bright lights. Big city.

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

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INTERCONTINENTAL DOMINICA CABRITS RESORT & SPA



NEW YORK CITY



REGENT SHANGHAI ON THE BUND



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# Q&A

**with Mark Sergot**  
SVP, GLOBAL SALES, IHG

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*IHG Brand Brief sat down to explore the key components for IHG Hotels & Resorts' 2025 strategic vision with Mark Sergot to hear more on the company's focus on continued growth, innovation, and customer support in the global marketplace.*

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## **REFLECTING ON 2024, WHAT LESSONS HAS IHG LEARNED, AND HOW WILL THESE INSIGHTS SHAPE OUR APPROACH IN 2025?**

In 2024, we continued to learn about the importance of staying agile and continuously innovating to meet the evolving needs of our customers. As we move into 2025, our focus will be on refining the guest journey through enhanced loyalty offerings and cutting-edge technologies. We're streamlining the booking process and delivering hyper-personalized stays that consistently exceed expectations. Additionally, we recognize the value of educating our partners and customers on the distinct strengths of IHG's brands. With new eLearning content and increased industry visibility, we will continue to celebrate

our relationships and reinforce our role as a trusted partner, supporting B2B customers in driving their success.

## **HOW WILL IHG CONTINUE TO STAND OUT IN 2025 BY BEING INTENTIONALLY DIFFERENT AND UNIQUELY IHG?**

In 2025, IHG will continue to differentiate itself by deepening our focus on personalized service. We are committed to truly listening to our customers, understanding their unique needs, and tailoring our solutions to help them achieve their business goals. This level of attention and customization sets us apart and allows us to build long-lasting relationships based on trust. By maintaining our focus on personalized experiences and aligning them

with customer expectations, IHG will remain Intentionally Different and Uniquely IHG.

## **WITH NEW INVESTMENTS IN PEOPLE, TOOLS, AND STRATEGIES, HOW WILL THESE IMPROVEMENTS ENHANCE THE EXPERIENCE FOR OUR CUSTOMERS?**

Our new investments in people, tools, and strategies are designed to elevate the customer experience in 2025. The launch of the IHG Brand Education eLearning Guides will empower our Global Sales Organization and customers with deeper insights into our brand portfolio, enabling us to offer tailored, solutions-driven support. Additionally, initiatives like our sustainability programs, such as Meeting for Good, reflect our commitment to helping customers host



responsible, eco-conscious events. These investments will not only enhance the customer experience but also strengthen our ability to meet their evolving needs and expectations.

### WHAT ARE THE KEY CHALLENGES FACING CUSTOMERS IN THE TRAVEL AND HOSPITALITY INDUSTRY IN 2025, AND HOW IS IHG PREPARING TO HELP THEM NAVIGATE THESE OBSTACLES?

In 2025, the travel and hospitality industry will face challenges such as adapting to shifting customer expectations, responding to sustainability demands, and navigating economic uncertainties. IHG is preparing to support our customers by offering personalized solutions, investing in innovative technologies, and prioritizing sustainability across our operations. Our tailored, forward-thinking approach will ensure our customers can meet these challenges head-on, providing them with the tools and insights they need to stay ahead in a competitive market.

### AS WE LOOK AHEAD TO 2025, WHAT IS THE KEY MESSAGE FOR OUR CUSTOMERS ABOUT HOW IHG WILL CONTINUE TO SUPPORT THEM AND DRIVE SUCCESS?

Looking ahead to 2025, IHG's key message is our commitment to driving mutual success through innovation, collaboration, and personalized service. By leveraging our global expertise and diverse portfolio, we will continue to offer exceptional value and create unique, tailored experiences for our customers. Our investments in advanced technologies and loyalty enhancements will enable us to exceed expectations, streamline processes, and strengthen our relationships. Together, we will deliver long-term success, providing exceptional experiences and fostering partnerships that drive global growth.

# Off<sup>the</sup> cuff

*In this recurring feature, our executives answer five rapid-fire questions that always yield some interesting answers.*

## 1 WHAT 2025 IHG HOTEL OPENING ARE YOU MOST EXCITED ABOUT?

InterContinental Indianapolis

## 2 WHICH IHG HOTEL FEATURE MAKES YOU FEEL MOST AT HOME WHEN TRAVELING?

Extraordinarily comfortable beds.

## 3 WHAT DESTINATION IS AT THE TOP OF YOUR 2025 BUCKET LIST?

Broadly, the Middle East

## 4 MOST MEMORABLE TRAVEL EXPERIENCE FROM 2024?

Opening of the Regent Santa Monica Beach

## 5 WHAT'S ONE THING YOU'VE LEARNED IN 2024 THAT YOU'RE CARRYING INTO 2025?

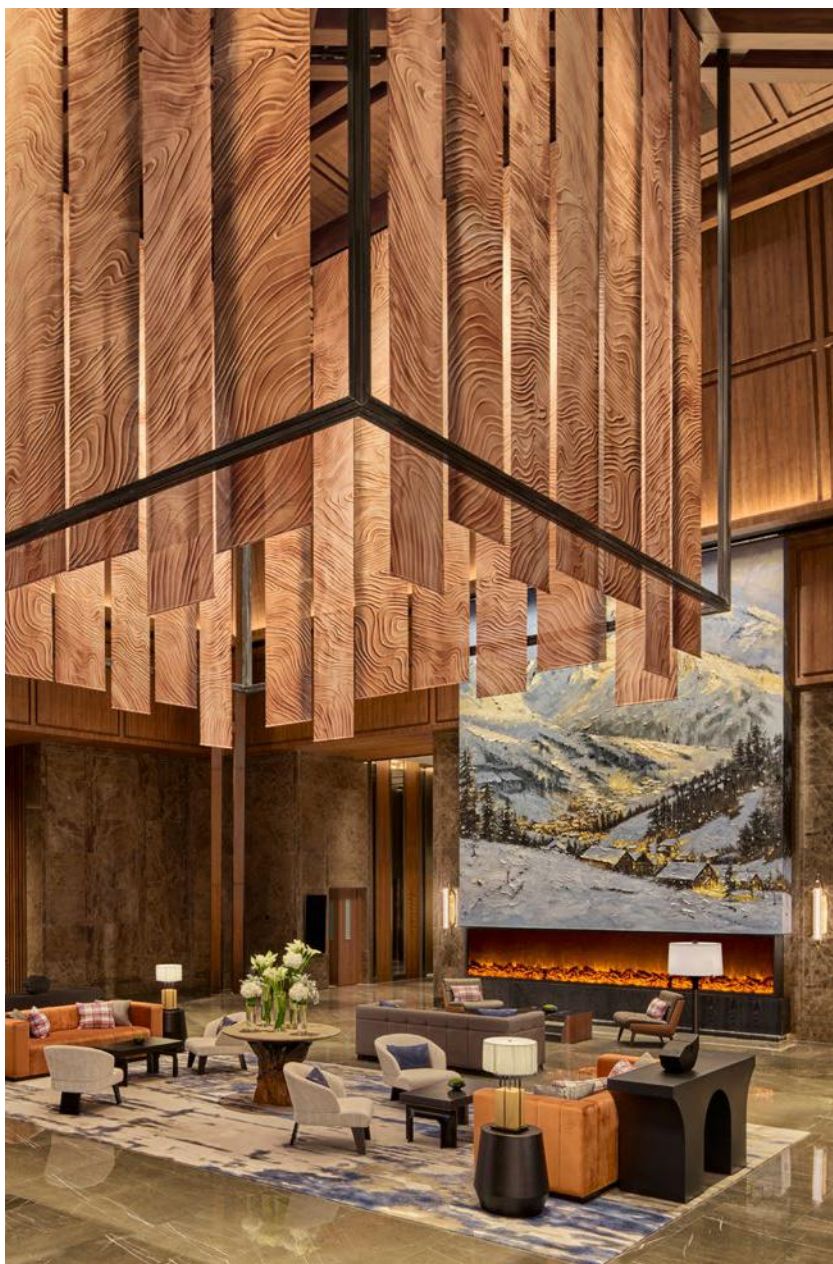
Importance of a good night's sleep!



# IHG IN THE NEWS

## IHG HOTELS & RESORTS INTRODUCES SHANGHAI SNOW WORLD HOTEL, VIGNETTE COLLECTION

This one-of-a-kind hotel, within the world's largest indoor snow centre, adds to the diversity of IHG's fast-growing collection brand. Located in the World's Largest Indoor Ski Facility, this unique hotel has 272 rooms and 17 suites with direct access to more than 90,000 square meters of authentic indoor year-round snow. [Read more >](#)







## GALA HELD TO CELEBRATE “TRAVEL” SERIES

IHG cleverly combined artistic expression with cutting-edge technology at the “Dream inspires Travel” brand exhibition and dinner gala to thank its corporate customers for their continued support and trust in Greater China.

[Read more >](#)



## KIMPTON GROWS IN MONTERREY

Agreements between IHG and Grupo Alora (operated by Marca Hotel Solutions) for a new boutique luxury hotel and 60 branded private residences in the bustling urban destination of Monterrey have been announced.

[Read more >](#)



## IHG'S VIGNETTE COLLECTION REACHES 50+ OPEN & PIPELINE

As conversions become increasingly popular, IHG's newest luxury and lifestyle collection brand grows at pace in its first three years, surpassing halfway point in ambitious decade long target to attract 100 hotels.

[Read more >](#)



## HOTEL INDIGO NAGASAKI GLOVER STREET OPENS ITS DOORS

Inside the one of the city's iconic 19th Century redbrick buildings, the 5th Hotel Indigo in Japan opened in the Minami-Yamate area of Nagasaki with a traditional umbrella opening ceremony, weaving together both history and celebration of the future.

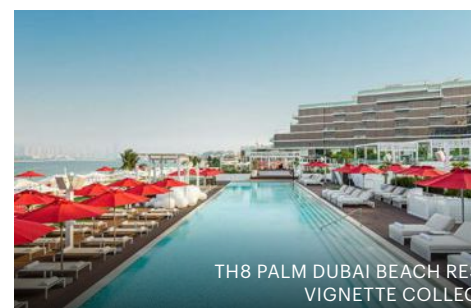
[Read more >](#)



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 newsletter](#).





SORT,  
CTION



JOIA ARUBA BY IBEROSTAR



INTERCONTINENTAL DOMINICA CABRITS RESORT & SPA



KIMPTON FITZROY



REGENT SHANGHAI PUDONG



SIX SENSES KYOTO



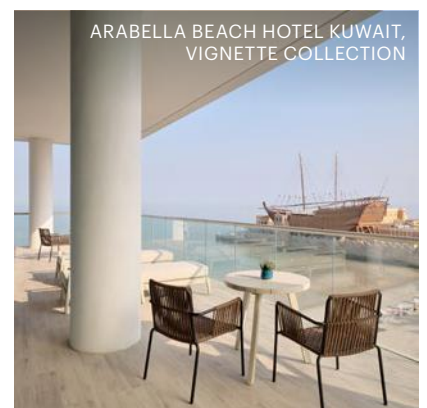
SIX SENSES DOURO VALLEY



INTERCONTINENTAL PRESIDENTE COZUMEL RESORT



IBEROSTAR SELECTION  
PLAYA DE PALMA



ARABELLA BEACH HOTEL KUWAIT,  
VIGNETTE COLLECTION





REGENT®

WHERE IMAGINATION

# SPA ARKS

FRESH PERSPECTIVES





Legendary but innovative, sumptuous but modern, we've been reimagining luxury hospitality since 1971. From bold design details to dynamic culinary adventures, guests are invited to experience our distinctly decadent hallmarks.

#### **PERSONAL HAVENS**

Each hotel has personalized spaces, such as poolside cabanas, inviting guests to bespoke experiences of serenity or stimulation.

#### **TASTE STUDIO**

Our immersive pop-up dining experiences fuse our own culinary talent with local artists, creating sought-after events worldwide.

#### **EXPERIENCE AGENT**

A dedicated, single point of contact ensures hyper-personalization for our guests and their support teams.

#### **WITH COMPLIMENTS**

We always take care of the small things like laundry, pressing, or mini-bar with our compliments.

#### **SERVICE SIGNATURES**

Emblematic of every Regent stay, our service ensures a uniquely uplifting experience. Enjoy day-to-evening rituals and receive generous surprises that show we noticed.

10

OPEN HOTELS

3,090

OPEN ROOMS

12

PIPELINE HOTELS

2,584

PIPELINE ROOMS



### **REGENT SANTA MONICA BEACH**

Set along an iconic golden coastline just moments from Los Angeles, the recently opened Regent Santa Monica Beach brings California luxury to this storied beach town. Thoughtful design comes together with inspired cuisine at Orla by Michael Mina and Ayesha Curry's Sweet July Cafe. Magnificent Pacific Ocean views provide a remarkable ambience while impeccable service elevates each moment. Days of wellness and leisure — don't miss the Guerlain Wellness Spa — transition seamlessly to adventures in culture and nature.





## REGENT BALI CANGGU

Wake up to the glow of Balinese sunlight, the sound of the Indian Ocean breaking in the distance, and the scent of tropical flowers.

Regent Bali Canggu is a coastal haven filled with the spirit of its neighborhood, beloved by surfers, yogis, and organic chefs alike. Beyond your suite or villa, a myriad of adventures await; discover secret waterfalls and visit 1,000-year-old temples. Be sure to sample Regent's six restaurants, including two helmed by Michelin-starred chef Andrew Walsh, and six swimming pools. Serenity beckons.



DESTINATION SPOTLIGHT

# NEW york







KIMPTON THETA NEW YORK TIMES SQUARE



HOTEL INDIGO WILLIAMSBURG – BROOKLYN

Visitors are drawn to New York City for its electric energy, one-of-a-kind arts scene, and unique dining and shopping. And with 64 hotels across the area, you can find a perfect hotel close to New York’s most iconic attractions. From [Kimpton Theta](#) in Midtown to [Kimpton Eventi](#) in Chelsea, you can easily visit the best sights in the city. If you desire rooftop bars, get to know [Hotel Indigo Lower East Side](#) and enjoy breathtaking views of the Manhattan skyline. Looking for a moment of calm? InterContinental Hotels in Times Square and near Grand Central Station will make your getaway one to remember.



KIMPTON HOTEL EVENTI



INTERCONTINENTAL NEW YORK BARCLAY



HOTEL INDIGO LOWER EAST SIDE NEW YORK



THE NEW HOTEL LIST

# NOW OPEN & READY TO IMPRESS

## THE AMERICAS

UNITED STATES OF AMERICA

[Hotel Spero San Francisco,  
Vignette Collection](#)

[Hotel Indigo West Chester](#)

## GREATER CHINA

MAINLAND CHINA

[Haikou Yatter Hotel,  
Vignette Collection](#)

[Shanghai Snow World Hotel,  
Vignette Collection](#)

[Hotel Indigo Ningbo Riverside](#)

## EMEA

INDONESIA

[Regent Bali Canngu](#)

JAPAN

[The Windsor Hotel TOYA, Vignette Collection](#)

[Hotel Indigo Nagasaki Glover Street](#)

MALDIVES

[Noku Maldives, Vignette Collection](#)

NEW ZEALAND

[Hotel Indigo Auckland](#)

THAILAND

[Dinso Resort & Villas Ko Chang,  
Vignette Collection](#)

VIETNAM

[Moire Hoi An, Vignette Collection](#)

[Hotel Indigo Saigon The City](#)

[\*Explore more new hotels >\*](#)





REGENT BALI CANGGU



HAIKOU YATTER HOTEL, VIGNETTE COLLECTION



HOTEL INDIGO NAGASAKI GLOVER STREET



HOTEL SPERO, VIGNETTE COLLECTION



DINSO RESORT & VILLAS KO CHANG, VIGNETTE COLLECTION



FEATURED HOTEL

# INTERCONTINENTAL SEATTLE BELLEVUE

Since opening in 2024, [InterContinental Seattle Bellevue](#) has set a new standard for luxury in the Pacific Northwest. The hotel's location within Avenue Bellevue, modeled after a European town square, creates a sense of intimacy while offering proximity to fine dining and shopping. Inside the hotel, start your day at CE LA VI Bellevue, a Parisian-style bistro apropos for its setting. Then set out to explore the best of Bellevue with the help of the Clefs d'Or concierge, one of only three in the Seattle area.





















FEATURED HOTEL

# TH8 PALM DUBAI BEACH RESORT

VIGNETTE COLLECTION

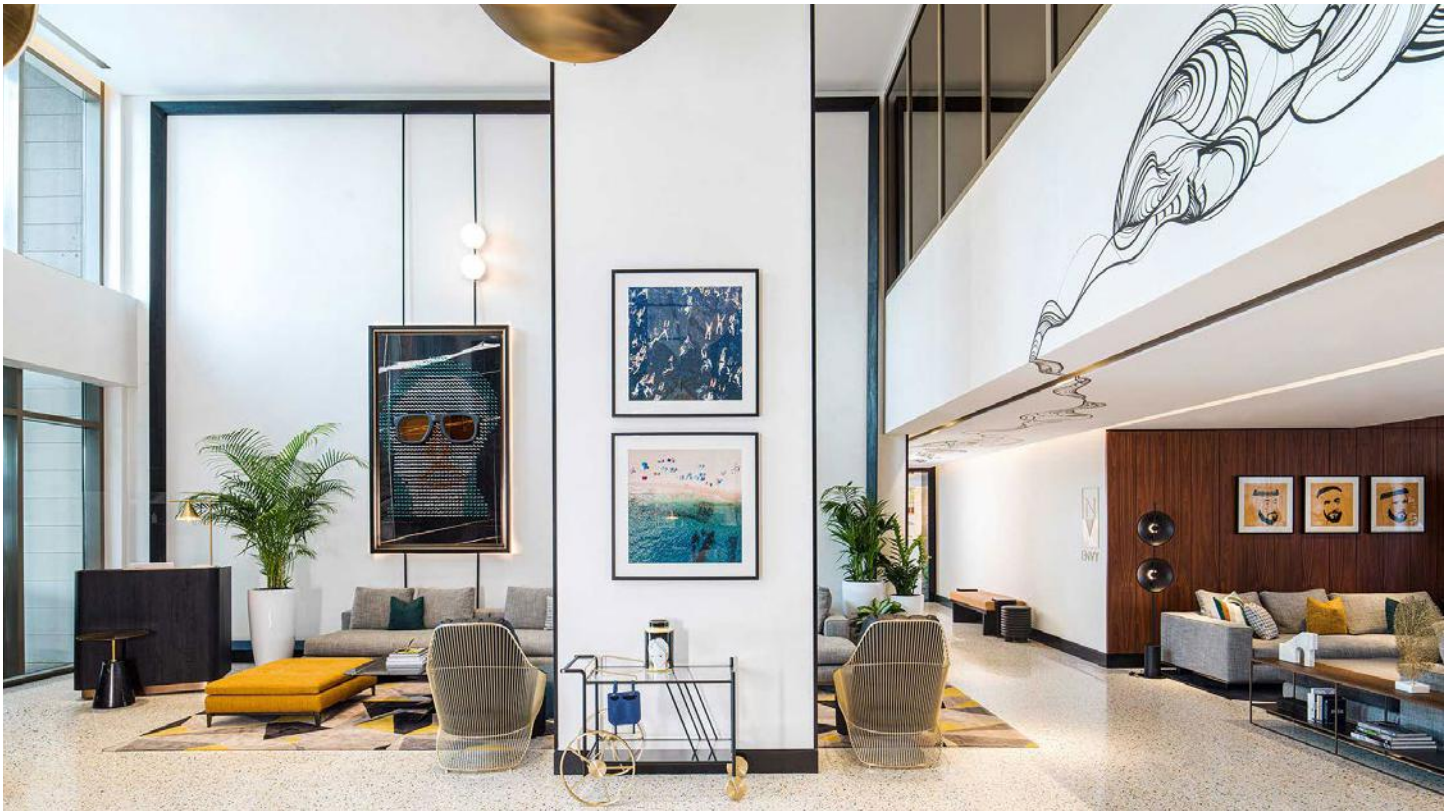
Inspired by and named after the eighth phase of the moon, [Th8 Palm Hotel](#) is where you can reconnect with yourself however you wish. Venture to where sea meets sky on Dubai's iconic Palm Jumeirah for private beach access, immersive infinity pools, a basketball court, an all-day coffee shop, and a state-of-the-art fitness center. Signature restaurant Envy offers international cuisine infused with Middle Eastern flavors. It all adds up to a restorative stay, fashioned your way.













FEATURED HOTEL

# SHANGHAI SNOW WORLD HOTEL

VIGNETTE COLLECTION

Like all Vignette Collection hotels, [Shanghai Snow World](#) offers a one-of-a-kind experience for thoughtful venturers. And this one is the peak of unique: Enjoy a suite with ski-in/ski-out access at the world's largest indoor ski resort. Inside and out, your stay will be infused with the tranquility and invigorating spirit of the Nordic lifestyle. After a day on the slopes, warm up at the hotel's Teppanyaki restaurant, where creative dining is paired with panoramic views of Snow World below.



















KIMPTON



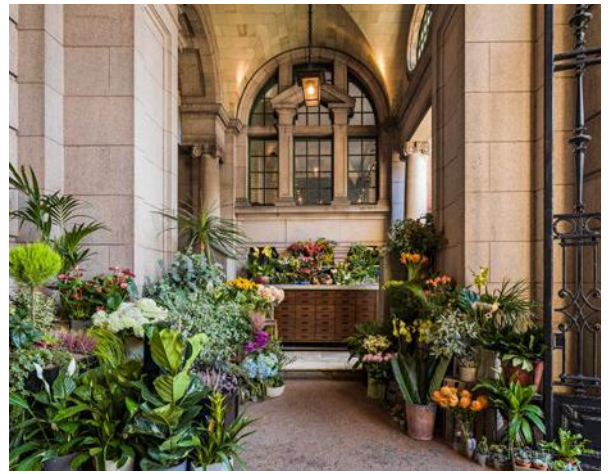
FEATURED HOTEL

# KIMPTON CLOCKTOWER HOTEL

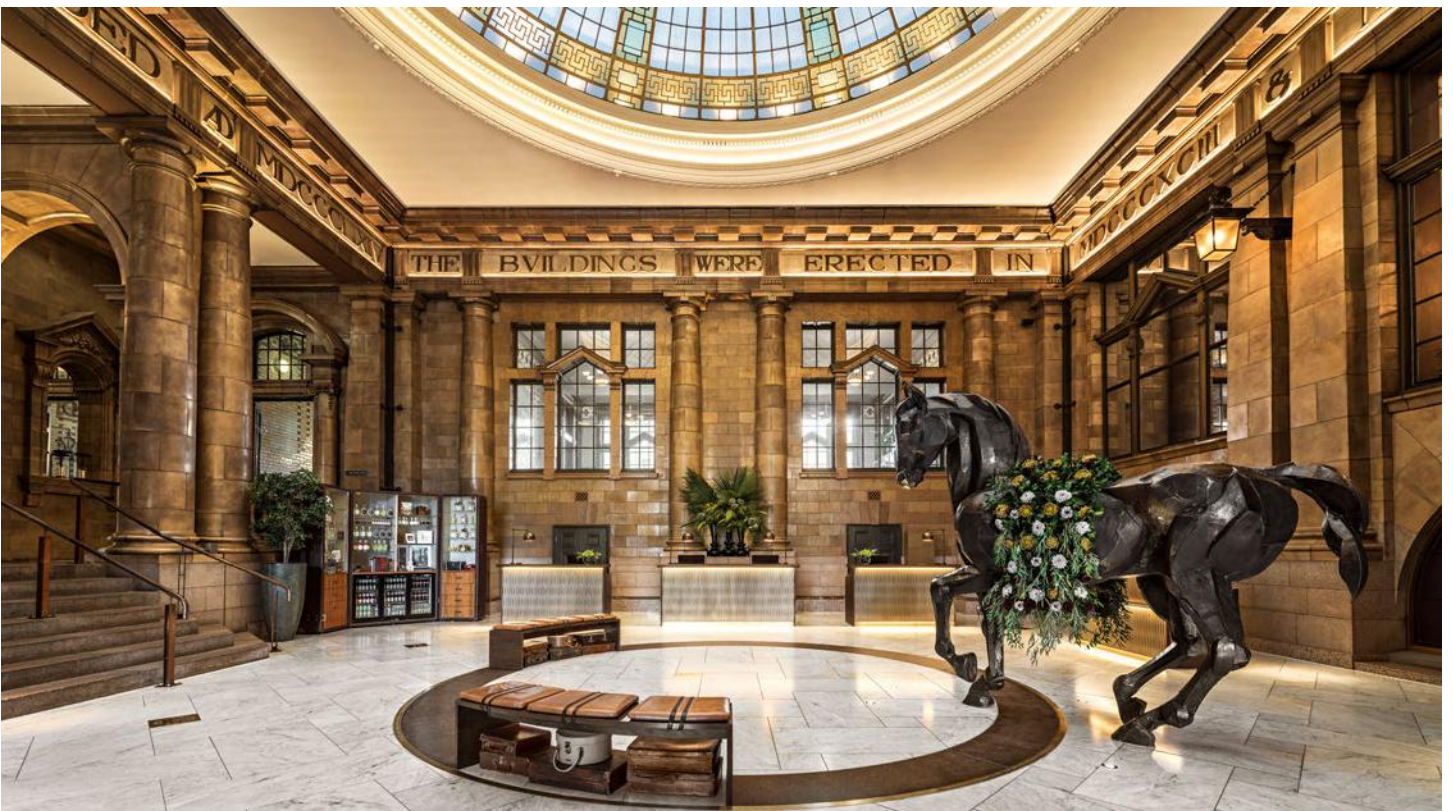
Step into the historic charm of Manchester as it emanates from [Kimpton Clocktower](#)'s Victorian facade and soaring lobby. A landmark of luxury just steps from the Palace Theatre, the hotel is surrounded by vibrant eateries, quirky cocktail bars, galleries, museums, and music venues. From check-in to checkout, every interaction is warm yet fluff-free, making this a second home for international travelers and locals alike. Don't miss The Refuge, the in-house restaurant and bar offering global flavors in a very Mancunian setting.









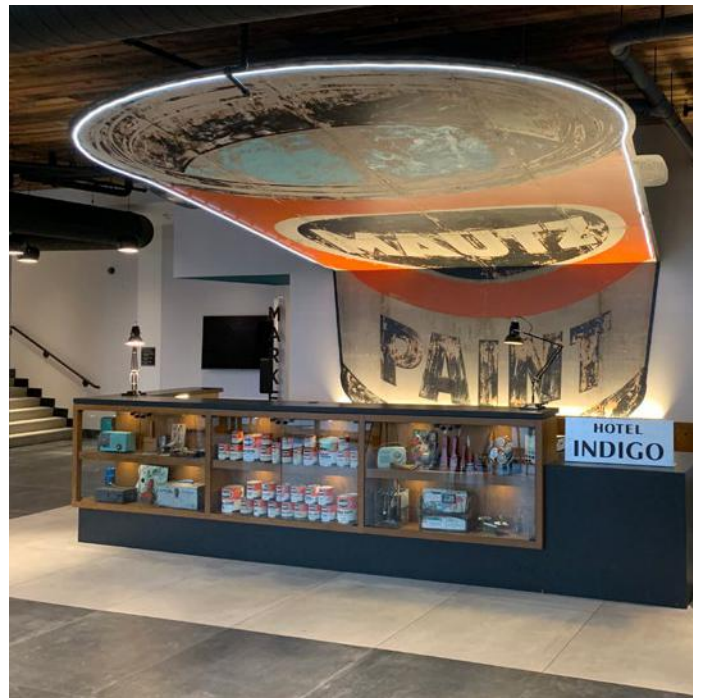




FEATURED HOTEL

# HOTEL INDIGO MADISON DOWNTOWN

A short stroll from Capitol Square, [Hotel Indigo Madison Downtown](#) is located inside the landmark Mautz Paint Company building for a modern-meets-historic vibe. Murals throughout the space showcase the authentic style of the original architecture, and well-appointed guest rooms and suites feature nostalgic touches alongside modern amenities. In warm weather, the patio of Palette Bar & Grill is the perfect place to enjoy an American menu featuring in-house cut steaks.





















FEATURED HOTEL

# INTERCONTINENTAL INDIANAPOLIS

InterContinental Indianapolis, the first luxury hotel to open in the city in two decades, brings timeless style and famed Hoosier hospitality to downtown Indy. Located in a landmark building renovated to perfection, the hotel is convenient to both the Indiana State House and Convention Center. Culinary delights are a highlight of any stay here. Enjoy afternoon tea at Serliana, dinner at Hyde Park Steakhouse, and nightcaps at Astrea Rooftop Bar — complete with dazzling views of Monument Circle.





FEATURED HOTEL

# KIMPTON LOS MONTEROS MARBELLA

Experience Spain's legendary, sun-splashed Costa del Sol at the newly opened [Kimpton Los Monteros Marbella](#). Nestled within the vibrant seaside community of Marbella, this iconic hotel was completely reimagined during a renovation that kept its vivacious past intact while creating a quintessential Kimpton experience. Play tennis overlooking the Mediterranean. Visit the signature spa. Dine at 1970s-inspired Jara and share aperitifs at Azul Lounge Bar. You are, after all, where luxury meets leisure.

















# INDUSTRY INSIGHTS

## A LOOK BACK: 2024 GLOBAL HOTEL PERFORMANCE

Overall, the global hotel industry fared rather well in 2024 with room demand rising 2.4% and average daily rate (ADR) growing 4.5%. More than 5.3 billion room nights were sold in the year, which was the most ever and 300 million more than pre-pandemic times.

### DEMAND OUTWEIGHED SUPPLY IN MOST COUNTRIES

The most significant year-over-year growth in room demand was seen in Asia, specifically in China, Japan, and Thailand. Amongst all countries globally, China saw the largest increase in rooms sold, while Japan was a distant second. The growth in demand was led in part by the recovery of group and business travel with leisure remaining strong. Despite the increase, group demand remained below the pre-pandemic comparable.

Global supply growth remained sluggish, increasing just 1.6% for the year. China led all nations with a 4% increase in inventory for the year—in fact, nearly half of all the rooms added around the world were in China. The

U.S. was the next closest, accounting for 8% of all new rooms. Japan, India and Thailand rounded out top five, which combined to represent 68% of the new rooms opened in 2024.

Occupancy rose 0.5 percentage points (ppts) to 65.7%, which was 2.3ppts below the 2019 level. Nine of the 25 largest countries saw occupancy above 70% for the year, including Australia, Japan, Spain, and Thailand. Most of the largest countries saw occupancy advance in the year, except China, France, Mexico, and Saudi Arabia. Supply growth in three of those four nations outstripped demand, resulting in the occupancy decline. In France, demand fell slightly along with supply growth.

Seventeen of the 25 largest countries reported a 2024 occupancy level that was below the 2019 comparable. Of those ahead of that benchmark year, the UAE maintained the largest occupancy premium (+4.6ppts). Brazil (58.9%), Canada (65.7%), Mexico (62.8%), and the U.K. also reported notable premiums.

### PROPERTY-LEVEL OCCUPANCY TREND

Overall, only 40.3% of all comparable reporting hotels\* showed a full-year occupancy above 2019, down slightly from 40.5% in 2023. In terms of percentage of hotels, India posted the largest percentage (61.6%) followed by the U.K. (54.7%). In the U.S., 37.3% of hotels could make that claim.

“It was a good year overall, and looking ahead, we expect more of the same.”

### PRICES STABILIZED FURTHER, PROFIT MARGINS TIGHTEN

After several years of strong gains, ADR growth stabilized a bit. Gains varied greatly across the globe with the largest increases seen in countries where inflation and currency devaluations remain an issue. A good example is Egypt, where the measure rose 47.9% even on a constant



## ANCE SUMMARY

U.S. dollar basis. China was the only country among the 25 largest to report falling ADR. Supply gains and moderating economic conditions were likely to blame for that decline.

### \$1,000 PER NIGHT HOTELS

While ADR is not growing as strongly as before or at the rate of inflation in many areas across the globe, the number of hotels with an ADR above USD\$1,000 is on the rise. In 2019, there were an estimated 179 hotels with an ADR at or above that level. At the end of 2024, there were 499 hotels. Traveler desire for exclusivity and experiences are the driving the growth in these high-end hotels.

Global revenue per available room (RevPAR) increased 5.3% for 2024 with all key countries, except China, posting growth. Like with ADR, however, not every country has fully recovered to 2019 levels with 12 of the 25 largest reporting RevPAR below the benchmark year.

It was a good year overall, and looking ahead, we expect more of the same



as economic growth is not anticipated to be much different in 2025. The one significant item that could impact global travel behavior is changes in U.S. policies, but it is far too early to make any sound predictions on that front.

*\*Hotels reporting data to STR in both 2019 and 2024.*

### 2024 GLOBAL PERFORMANCE

+2.4%  
Room  
demand



+4.5%  
Avg daily  
rate

~5.3 Bn  
room nights sold



# GLOBAL SALES KEY EVENTS



DUBAI | APRIL 28 – MAY 1

## ARABIAN TRAVEL MARKET

Dedicated to the entire Middle East travel industry, get the latest from our global specialists in the Leisure, Luxury, Groups & Meetings, and Corporate Travel segments.



SÃO PAULO, BRAZIL | MAY 5 – 8

## ILTM LATIN AMERICA

Meet our leaders in the luxury travel business highlighting exclusive opportunities in the Latin American market.





## L.E/MIAMI

SOUTH BEACH, MIAMI | MAY 19 – 22

## L.E/MIAMI

Learn about trendsetting hotels and IHG's expertise in helping you plan memorable events at this show that's dedicated to high-end travel designers, entertainment, and corporate travel managers.



KIMPTON ANGLER'S HOTEL SOUTH BEACH



KIMPTON HOTEL PALOMAR SOUTH BEACH



INTERCONTINENTAL SINGAPORE ROBERTSON QUAY



INTERCONTINENTAL SINGAPORE



SINGAPORE | JUNE 30 – JULY 3

## ILTM ASIA PACIFIC

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



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IHG HOTELS & RESORTS



REGENT



VIGNETTE  
COLLECTION

KIMPTON  
HOTELS & RESTAURANTS

HOTEL  
INDIGO

VOCO



CROWNE PLAZA



EVEN



Garner

avid

ATWELL  
SUITES



CANDLEWOOD  
SUITES

IHG ONE  
REWARDS

INTERCONTINENTAL NEW YORK TIMES SQUARE