

THE IHG[®] **BRAND BRIEF**

QUARTERLY REPORT | MARCH 2025

STRATEGIC VISIONING
WITH MARK SERGOT
SVP, Global Sales, IHG

FEATURED BRAND
HOLIDAY INN EXPRESS
Why guests "flip" for this mainstay brand

FEATURED DESTINATION
NEW YORK CITY
Bright lights. Big city.

INDUSTRY INSIGHTS
WITH ISAAC COLLAZO
VP, Analytics, STR

MEETING TRAVELER'S NEEDS
WITH KATE NORRIS
Global Director of Small & Midsize Enterprises Strategy

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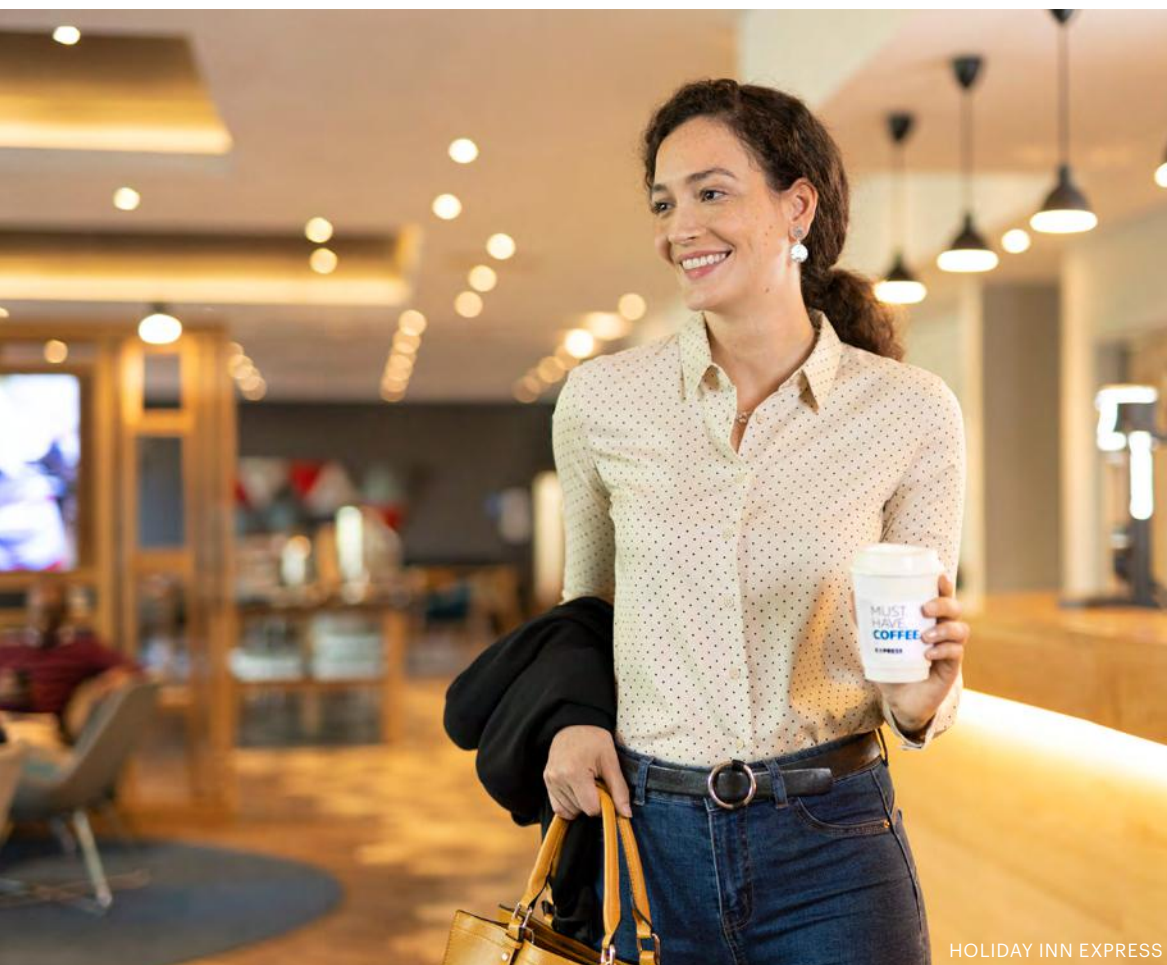
TRADESHOWS & EVENTS CALENDAR



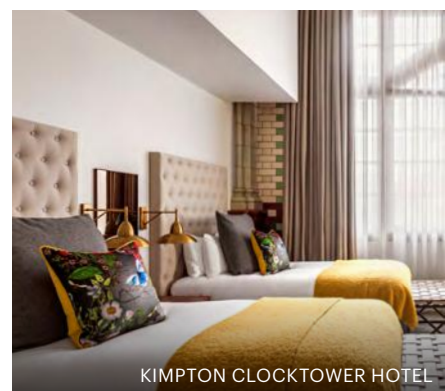
VIGNETTE COLLECTION DINSO RESORT & VILLAS KO CHANG



NEW YORK CITY



HOLIDAY INN EXPRESS



KIMPTON CLOCKTOWER HOTEL



Q&A

with Mark Sergot
SVP, GLOBAL SALES, IHG

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.

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^{the} 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 >](#)



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 >](#)



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 >](#)



INNOVATIVE HOLIDAY INN EXPRESS PUBLIC SPACE DESIGN UNVEILED

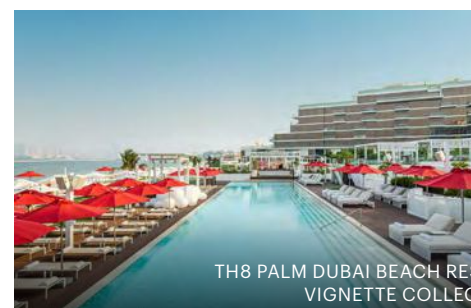
Holiday Inn Express is rolling out “Generation 5” hotels across Europe, Middle East, Asia, and Africa (EMEAA). This stylish and flexible concept satisfies diverse needs of guests and owners in multiple markets and is on track to drive growth.

[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](#).



ORT,
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



EXPRESS YOURSELF

Providing a jumpstart to your day is what Holiday Inn Express does best at over 3,200 hotels worldwide. With comfortable rooms, spaces to meet and connect, and complimentary hot breakfast, you can be assured of a well-rounded stay every time. Perfect for groups, business travelers, and budget-conscious weekenders alike, there's something for everyone with every stay at this globally loved brand.

WHY GUESTS LOVE HOLIDAY INN EXPRESS

Free or complimentary hot breakfast

With so many choices there's something for everyone to enjoy including hot items and customizable options.

A great night's sleep

With rooms designed for major comfort, including plush duvets and a choice of pillows, grabbing some z's in a sparkling clean room will be one of the highlights of your stay.

Space to connect

From meetings (for colleagues or teammates), families or having just a little extra space to spread out, common spaces are well-designed and flexible based on your need.

3,206

OPEN HOTELS

340,054

OPEN ROOMS

644

PIPELINE HOTELS

79,079

PIPELINE ROOMS



— BY IHG —

DESTINATION SPOTLIGHT

NEW york





KIMPTON THETA NEW YORK TIMES SQUARE

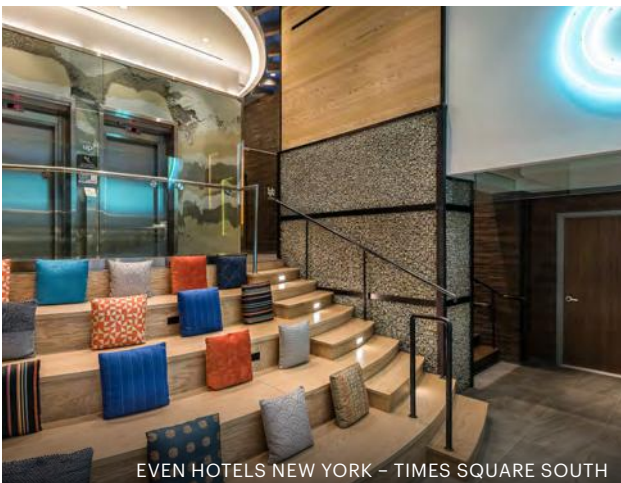


VOCO TIMES SQUARE SOUTH NEW YORK

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](#), [Holiday Inn Express New York City Times Square](#) to [voco Times Square South](#), 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. Bringing the whole family? [Candlewood Suites Times Square](#) offers room for all to make your getaway one to remember.



KIMPTON HOTEL EVENTI



EVEN HOTELS NEW YORK - TIMES SQUARE SOUTH



HOTEL INDIGO LOWER EAST SIDE NEW YORK

NEW HOTELS AND RESORTS

UNITED STATES OF AMERICA

[Vignette Collection Hotel Spero](#)

[Hotel Indigo West Chester](#)

[Holiday Inn Express Baltimore – BWI Airport](#)

[Holiday Inn Express & Suites](#)

[Leesburg Historic District](#)

[Holiday Inn Express & Suites Port St. Lucie West](#)

[Holiday Inn Express](#)

[South Burlington – Downtown](#)

[Holiday Inn Express & Suites](#)

[Stevensville-Benton Harbor](#)

[Holiday Inn Express & Suites](#)

[Tumwater – Olympia](#)

[Garner Hotel Longview South](#)

[Garner Hotel Topeka West](#)

[Garner Hotel Virginia Beach North](#)

[avid hotel Pueblo North](#)

[Atwell Suites Fort Worth – Alliance Area](#)

[Staybridge Suites Oxnard – River Ridge](#)

[Candlewood Suites Miami – Doral](#)

[Candlewood Suites Miami Lakes](#)

[Candlewood Suites Oxford – Anniston](#)

[Candlewood Suites Pecos](#)

[Lake Texoma Inn and Suites](#)

CARIBBEAN

[JOIA Aruba by Iberostar](#)

MEXICO

[avid hotel Guadalajara Aeropuerto Norte](#)

[Holiday Inn Club Vacations Grand Residences](#)

[Holiday Inn Club Vacations The Royal Sands](#)



HOLIDAY INN CLUB VACATIONS THE ROYAL SANDS



IBEROSTAR JOIA ARUBA



VIGNETTE COLLECTION HOTEL SPERO



VIGNETTE COLLECTION HOTEL SPERO

NEW HOTELS AND RESORTS

ASIA

[Regent Bali Canngu](#)

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

[Vignette Collection Moire Hoi An](#)

[Vignette Collection
Noku Maldives](#)

[Vignette Collection
The Windsor Hotel TOYA](#)

[Hotel Indigo Nagasaki
Glover Street](#)

[Hotel Indigo Saigon The City](#)

[voco Bali Seminyak](#)

[Crowne Plaza Danang
City Centre](#)

[Holiday Inn Express Bali
Sunset Road](#)

[Holiday Inn Express Greater
Noida Knowledge Park](#)

[Holiday Inn Resort Bintan
Lagoi Beach](#)

[Holiday Inn Kuala
Lumpur Bangsar](#)

[Holiday Inn Hotel and
Suites Vientiane](#)

[Garner Osaka
Honmachi Kita Semba](#)

[Garner Osaka
Honmachi Midosuji](#)

[Garner Osaka
Honmachi Station](#)

EUROPE

[voco London – Marylebone](#)

[Crowne Plaza Kayseri](#)

[Crowne Plaza Podgorica](#)

[Holiday Inn Express and
Suites Ghent](#)

[Holiday Inn – the niu
Blade Solingen](#)

[Holiday Inn – the niu Rig Lubeck](#)
[Garner Augsburg Nord](#)

[Garner Berlin –
Checkpointe Charlie](#)

[Garner Berlin –
Gendarmenmarkt](#)

[Garner Berlin – Mitte](#)

[Garner Berlin – Schoneberg](#)

[Garner Berlin – Spandau](#)

[Garner Mannheim City](#)

[Garner Preston Samlesbury](#)

[Staybridge Suites Malaga](#)

MIDDLE EAST

[voco Beirut Central District](#)

[voco Jeddah Gate](#)

[Holiday Inn Riyadh Al Malaz](#)

OCEANIA

[Hotel Indigo Auckland](#)

[Crowne Plaza Adelaide](#)
[Mawson Lakes](#)



NEW HOTELS AND RESORTS

[Vignette Collection Haikou Yatter Hotel](#)

[Vignette Collection Shanghai](#)

[Snow World Hotel](#)

[Hotel Indigo Ningbo Riverside](#)

[HUALUXE Chongqing Science Hall](#)

[HUALUXE Haining](#)

[Crowne Plaza Jingmen](#)

[Crowne Plaza Sanya Yazhou Bay](#)

[Holiday Inn & Suites Chongqing Nan'an](#)

[Holiday Inn Chongqing Science Hall](#)

[Holiday Inn Chongqing Shuangfu](#)

[Holiday Inn Jiuhua Mountain Hot Spring](#)

[Holiday Inn Liaoyuan City Center](#)

[Holiday Inn Resort Kanas Hemu](#)



HOTEL INDIGO NINGBO RIVERSIDE



HUALUXE CHONGQING SCIENCE HALL



VIGNETTE COLLECTION HAIKOU YATTER HOTEL



HUALUXE HAINING

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.





INTERCONTINENTAL
MILWAUKEE

Bellevue Way NE

NE 8th St







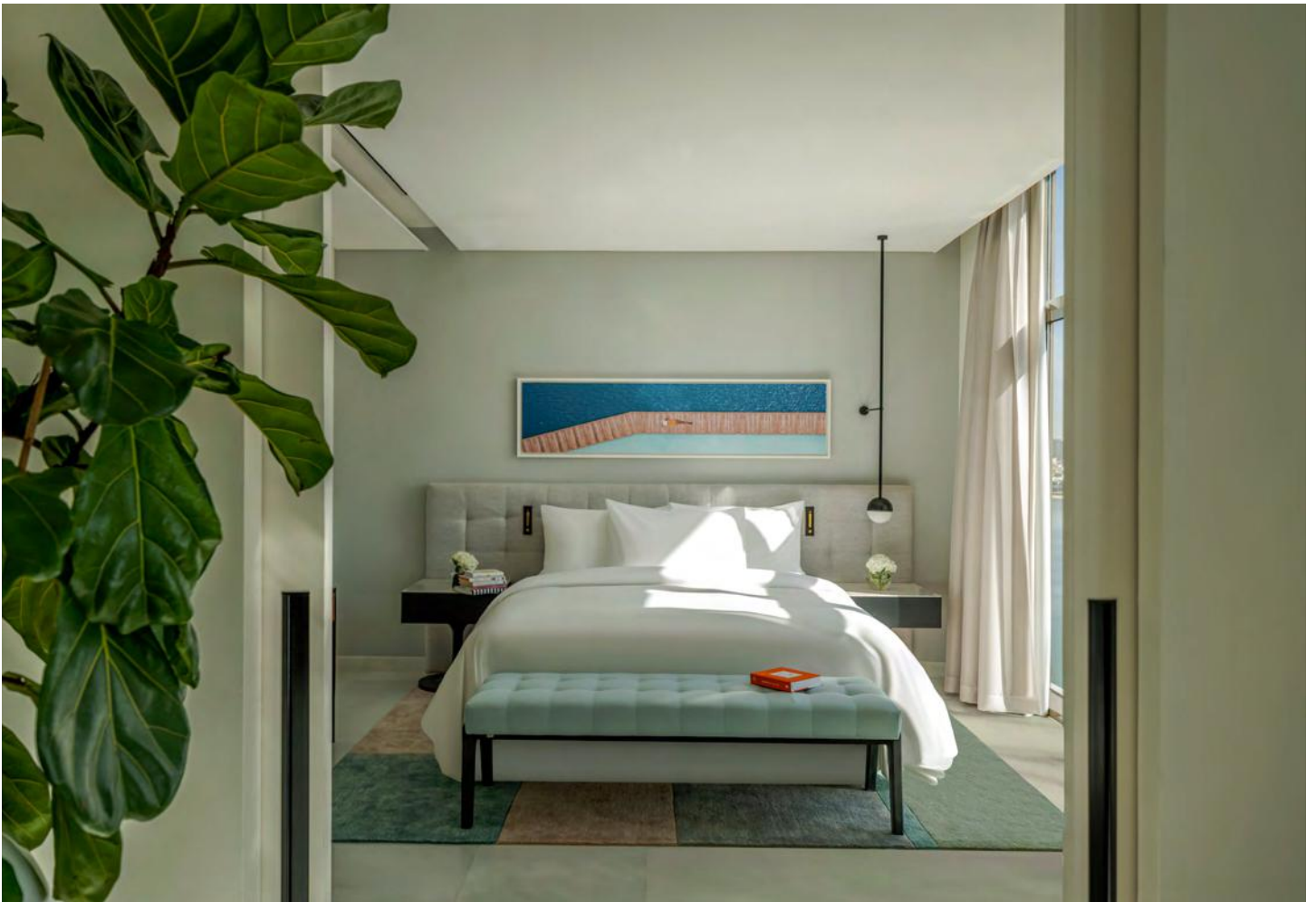
FEATURED HOTEL

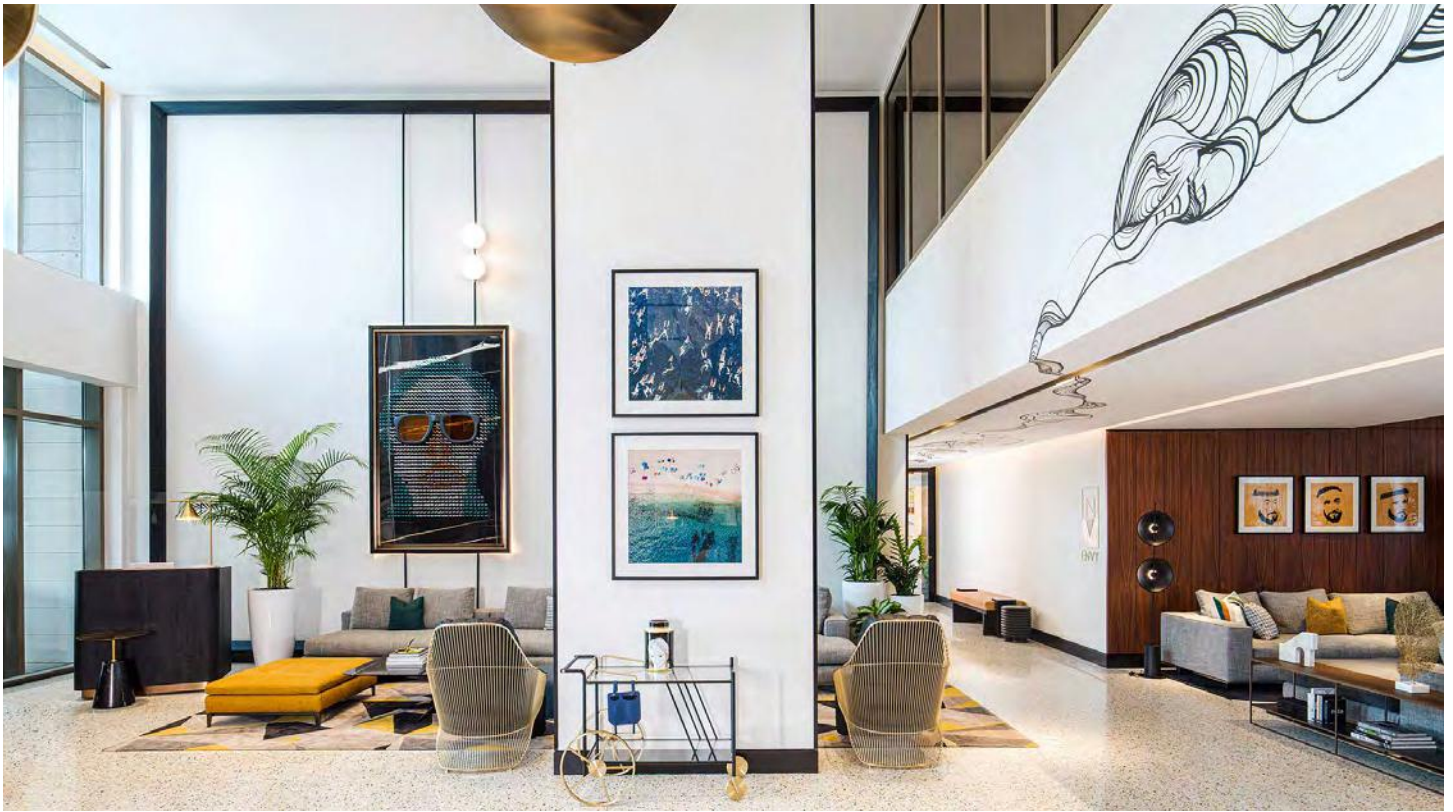
TH8 PALM DUBAI BEACH RESORT

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.









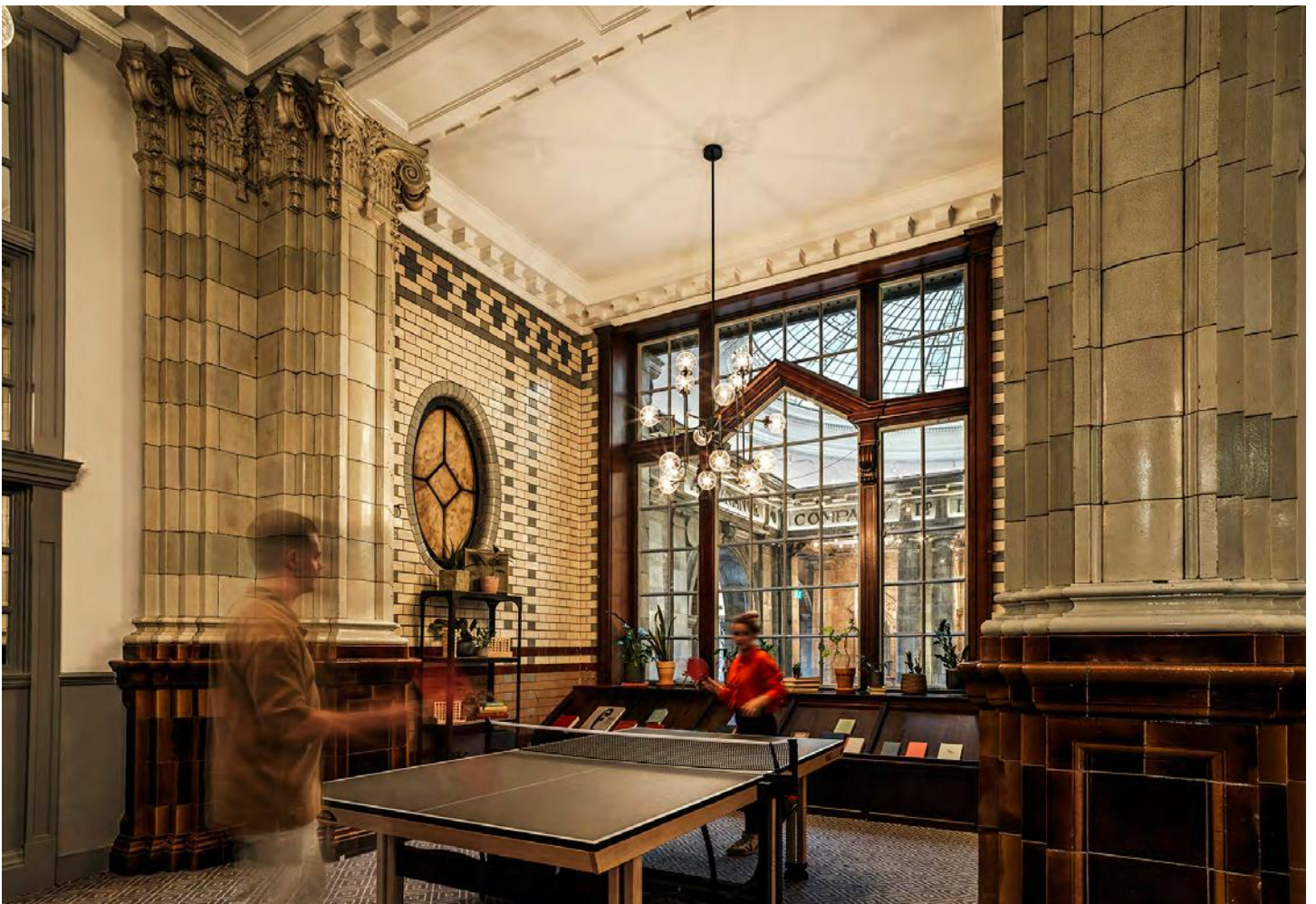


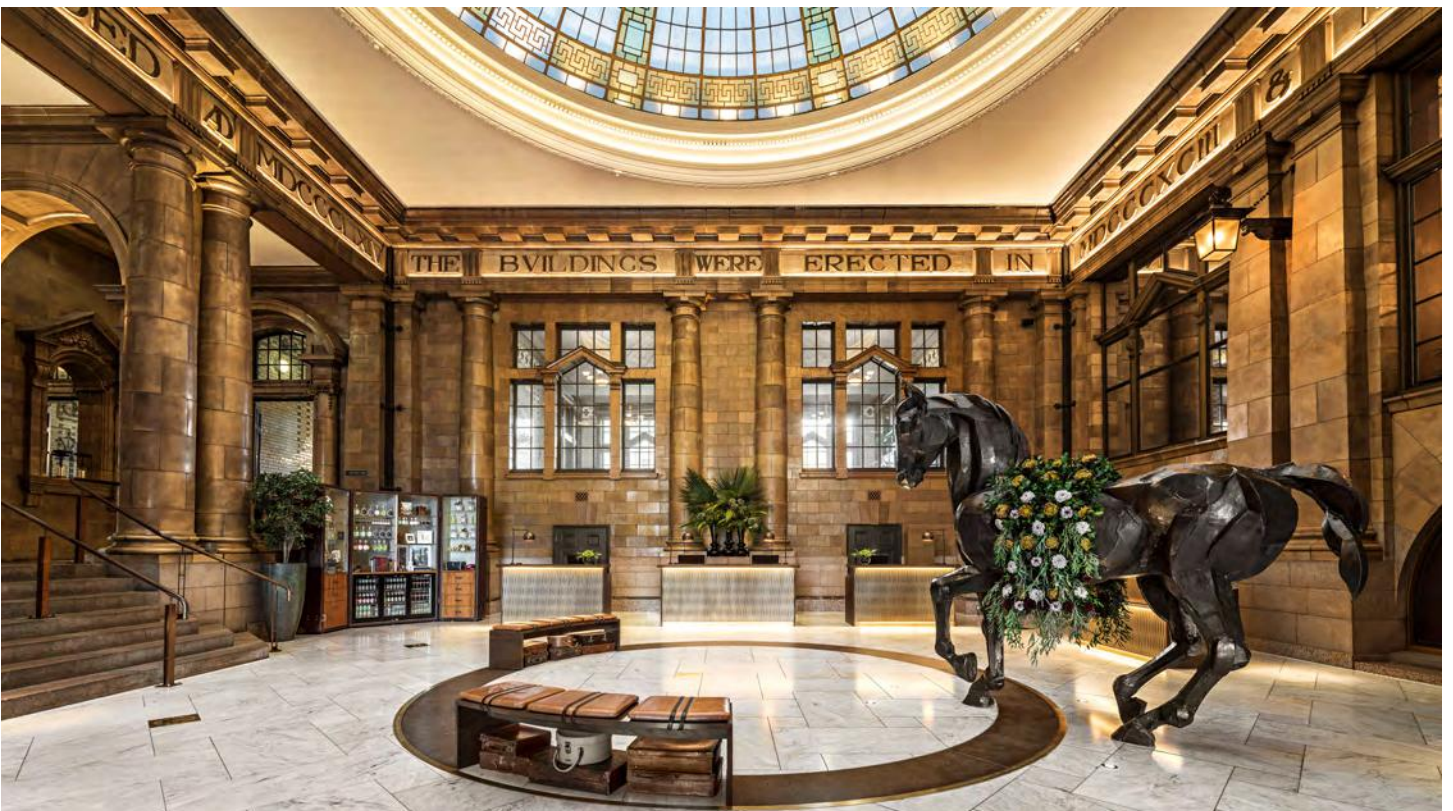
FEATURED HOTEL

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.



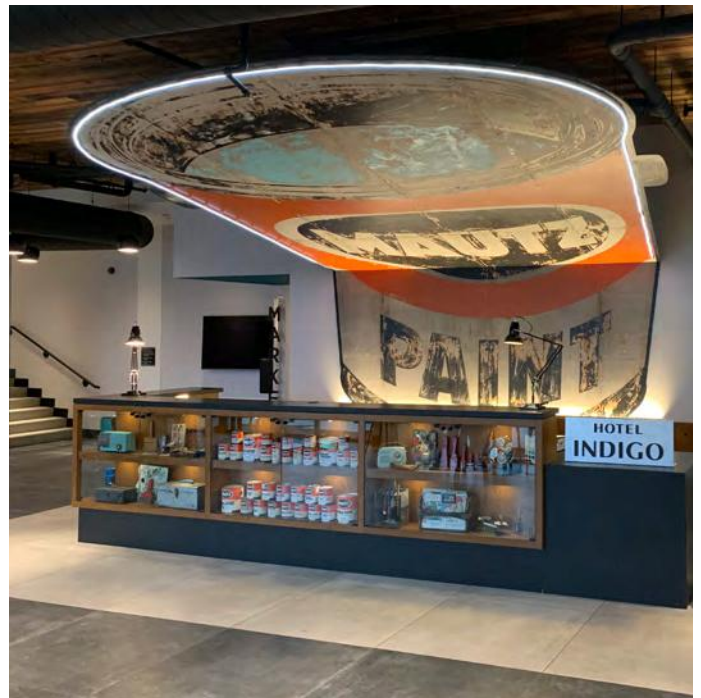




FEATURED HOTEL

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.









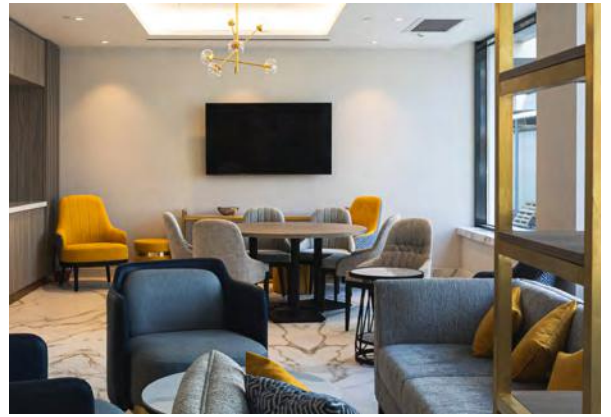


FEATURED HOTEL

CROWNE PLAZA CONSTANTA- MAMAIA BEACH

Nestled near the scenic Lake Siutghiol, [The Crowne Plaza Constanta – Mamaia Beach](#) offers a remarkable experience, combining stunning surroundings with impeccable service. Indoor and outdoor pools, sauna and hammam facilities, comfortable guest rooms and gorgeous views of the Black Sea are there for all to enjoy, just a short drive from the airport.







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.











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.



FLORIDA, USA

KIMPTON EPIC



441 Guest rooms
41,000 ft² Meeting &
Event space
14 Meeting rooms

BALI, INDONESIA

INTERCONTINENTAL BALI



417 Guest rooms
77,037 ft² Meeting &
Event space
17 Meeting rooms

MANCHESTER, ENGLAND

KIMPTON CLOCKTOWER



270 Guest rooms
28,000 ft² Meeting &
Event space
18 Meeting rooms

VENUES AROUND

REGENT HONG KONG



497 Guest rooms
16,415 ft² Meeting &
Event space
11 Meeting rooms

HONG KONG, CHINA

INTERCONTINENTAL DUBAI FESTIVAL CITY



508 Guest rooms
161,458 ft² Meeting &
Event space
19 Meeting rooms

DUBAI, UAE

HOTEL INDIGO DENVER DOWNTOWN UNION STATION



180 Guest rooms
1,388 ft² Meeting &
Event space
3 Meeting rooms

COLORADO, USA

NEW YORK, USA

**CROWNE PLAZA
HY36 MIDTOWN
MANHATTAN**



251 Guest rooms
**1,250 ft² Meeting &
Event space**
2 Meeting rooms

NEBRASKA, USA

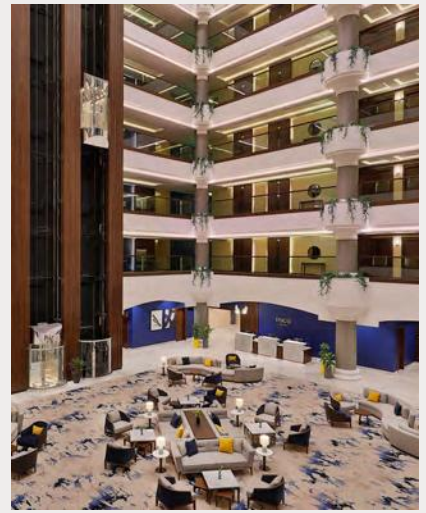
**CROWNE PLAZA
KEARNEY**



172 Guest rooms
**70,000 ft² Meeting &
Event space**
35 Meeting rooms

AL KHOBAR, SAUDI ARABIA

VOCO AL KHOBAR



298 Guest rooms
**15,974 ft² Meeting &
Event space**
11 Meeting rooms

THE WORLD

MEET, STAY AND CELEBRATE
AT THESE NOTABLE VENUES
ACROSS THE GLOBE

VOCO THE HAGUE



204 Guest rooms
**260 ft² Meeting &
Event space**
8 Meeting rooms

THE HAGUE, NETHERLANDS

HOLIDAY INN GDANSK



240 Guest rooms
**2,960 ft² Meeting &
Event space**
5 Meeting rooms

GDANSK, POLAND

**HOLIDAY INN
GOLDEN MILE**



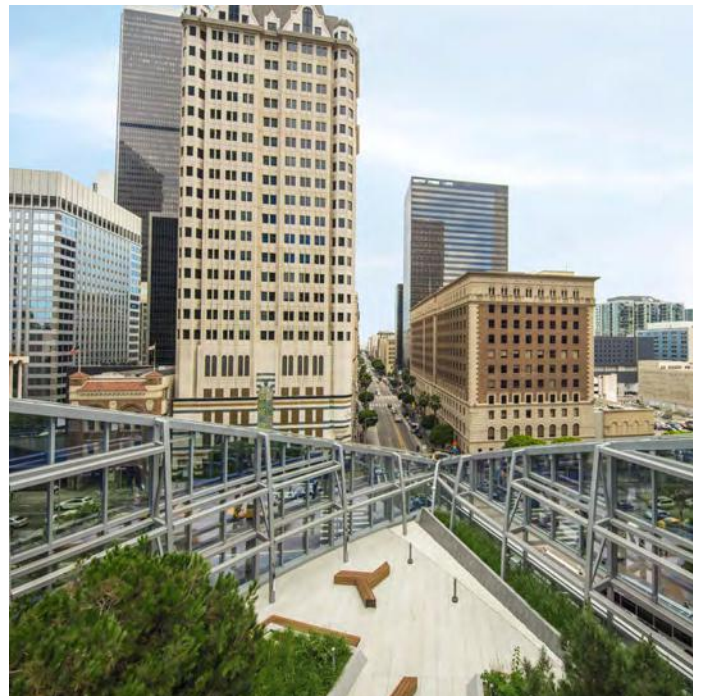
622 Guest rooms
**7,500 ft² Meeting &
Event space**
6 Meeting rooms

HONG KONG, CHINA

FEATURED VENUE

INTERCONTINENTAL LOS ANGELES DOWNTOWN

InterContinental Los Angeles Downtown is impressive by the numbers — with 33 meeting venues and 94,000 square feet of indoor and open-air event space — but even more so by the details. Its downtown location, stunning city views, and expert support teams ensure any meeting or event is as memorable as it is successful. From intimate business meetings to fairytale weddings, InterContinental Los Angeles Downtown brings every event to new heights.









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

MEETING THE TRAVEL NEEDS OF SMEs

WITH KATE NORRIS, GLOBAL DIRECTOR OF SME STRATEGY – IHG BUSINESS EDGE

We were fortunate enough to ask Kate Norris some questions to gain her insights into the critical role of small and midsize enterprises (SMEs) in the economy and their distinct travel needs. Here's what she had to say.

HOW IMPORTANT IS TRAVEL TO SMALL AND MIDSIZE BUSINESSES? WITH RISING PRICES AND INFLATION, THIS IS ONE AREA COMPANIES MAY CONSIDER CUTTING BACK ON.

One might argue that travel is even more critical to small and midsize companies than larger ones.

SMEs play a vital role in the economy, representing a significant portion of businesses and employment globally. Scientific research shows that in-person meetings are 34 times more effective than emails and are more impactful than virtual or hybrid meetings. By meeting face-to-face, SMEs can strengthen relationships and gain a deeper understanding of customer needs, enabling them to provide tailored services.



Although travel can represent a larger share of SMEs' budgets compared to large companies, it remains essential for building and maintaining business relationships. This makes partnerships with trusted travel providers crucial in helping SMEs manage costs effectively.

THAT LEADS US TO A QUESTION ON COSTS AND HOW TO MINIMIZE TRAVEL EXPENSES. WHAT DO YOU SUGGEST?

SMEs may have travel needs similar to those of larger organizations but lack the

negotiating power to secure the best rates. Due to company size, operating within a stricter budget means that every expense must be justified.

Travel plans may be unpredictable and last-minute, inconveniencing travelers and business owners with a rushed search, especially without established travel partnerships.

Meeting the specific travel needs of SMEs requires a thorough understanding of their distinct challenges. Hotel companies that understand SMEs can become crucial allies

and assist them in balancing limited budgets, navigating tight schedules, and managing travel planning details.

MANAGING TRAVEL CAN BE TIME-CONSUMING FOR BUSINESS TRAVELERS AND BUSINESS OWNERS. HOW CAN SMES SAVE TIME WHEN PLANNING TRAVEL?

Planning and managing travel can be a labor-intensive and demanding process. Small businesses, on average, spend 88 minutes organizing and booking a business trip, and midsize companies spend 12 minutes more—up to 100 minutes for a single trip!

Working with the right travel partner can help small businesses maximize their time by allowing them to focus less on searching for the best rates and freeing up time for other decisions that will elevate their business.

For example, [IHG Business Edge](#) was developed specifically for SME business owners and their travelers. It streamlines the rate negotiation process, rewards loyalty, and consolidates data, content, and booking into one easily accessible place to help them save time.

ESTABLISHING RELATIONSHIPS WITH SUPPLIERS IS SEEN AS ESPECIALLY IMPORTANT FOR SMALL BUSINESSES, BUT WITH MORE LIMITED FUNDS THAN LARGE COMPANIES, HOW CAN THEY SECURE FAVORABLE TRAVEL AGREEMENTS?

Partnering with suppliers who understand your business

needs is critical. Consider hotel companies with locations you frequent that offer a range of options with transparent pricing, have programs that don't require a minimum spend, offer guaranteed discounts and value-added perks. A program whose guaranteed discount applies to both personal and business travel enhances the benefits for employees as well.

For example, IHG Business Edge was created to meet the needs of SMEs. The program is free to join with no minimum spend. Members can book travel on the user-friendly platform with guaranteed discounts at over 6,000 hotels worldwide. It includes an activity dashboard with year-to-date room nights and spending data, helping managers save time and manage costs. Reservations can be made via the [portal](#), [IHG.com](#), phone, or the IHG app with the guaranteed discount applying to both personal and business travel.

SMEs and their employees can earn points at participating hotels, including meetings or events. These points can be redeemed for business events or personal getaways, adding value for both the company and its employees. Members receive accelerated IHG One Rewards loyalty status, exclusive content, and special promotions.

TELL US ABOUT THE NEW PARTNERSHIP PROGRAM IHG BUSINESS EDGE OFFERS. HOW DO THESE FEATURES BENEFIT SMALL AND MIDSIZE BUSINESSES?

Relationships with partner companies are especially

critical to small and midsize companies, who must work within a set budget and vie for attention against possibly larger accounts.

With this in mind, we've introduced an exclusive Partnership Program that connects IHG Business Edge members with trusted companies offering a range of benefits, including discounts on technology, car rentals, professional services, and more.

Based on feedback from IHG Business Edge members, we continue to evolve the program to best meet the needs of small and midsize businesses. In 2023, Global Traveler magazine readers voted it as the best small to midsize business program for five consecutive years.

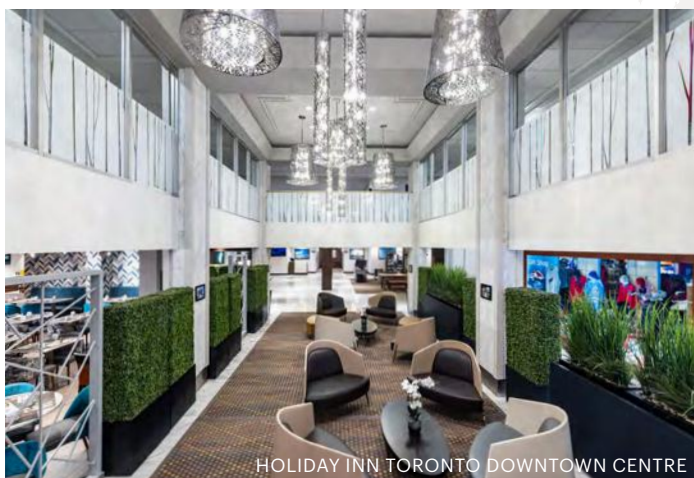
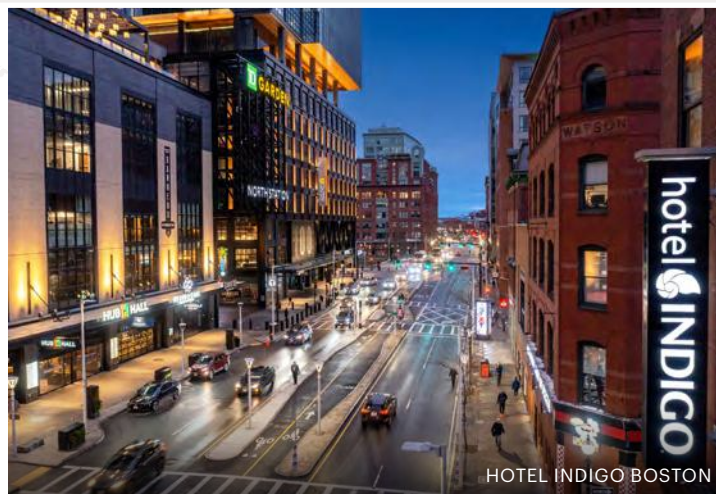


GLOBAL SALES KEY EVENTS



BOSTON | MARCH 23 – 26 PHARMA FORUM

Dedicated to strategic and operational meeting & event management for life sciences, our groups and meetings team can help you plan and execute meetings and events across our 6,000+ global destinations.



TORONTO | APRIL 28 – 30 GBTA CANADA

Get competitive solutions from our corporate travel team at this event dedicated to the Canadian business travel industry.



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.



VOCO DUBAI



HOTEL INDIGO DUBAI DOWNTOWN



HOLIDAY INN – THE NIU CHARLY FRANKFURT CITY



HOLIDAY INN EXPRESS FRANKFURT – MESSE



FRANKFURT | MAY 20 – 22

IMEX

This annual event will highlight global meetings, events, and incentive travel industry.

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KIMPTON THETA NEW YORK - TIMES SQUARE