



THE IHG BRAND BRIEF

QUARTERLY REPORT | MAY 2026

A BRIGHT FUTURE FOR EAPAC

DEAN JONES

VP, Commercial East Asia & Pacific,
IHG Hotels & Resorts

INDUSTRY INSIGHTS

WITH ISAAC COLLAZO

VP, Analytics, STR

BRAND SPOTLIGHT

GARNER

FEATURED DESTINATION

JAPAN

PERSONALIZATION AT SCALE

MAKING MEETINGS FEEL INDIVIDUAL

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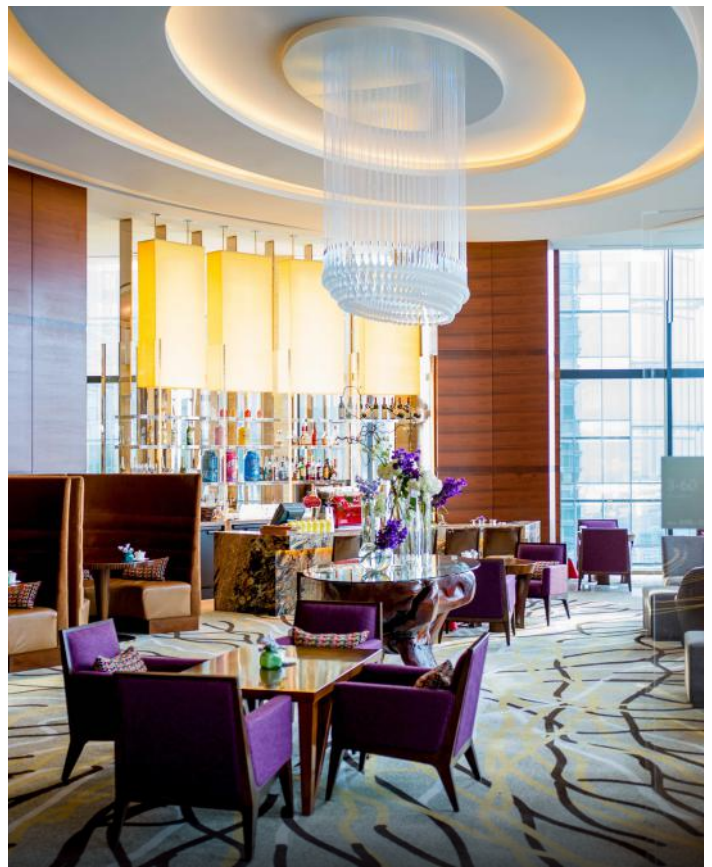
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Q&A

with Dean Jones
VP, COMMERCIAL
EAST ASIA & PACIFIC

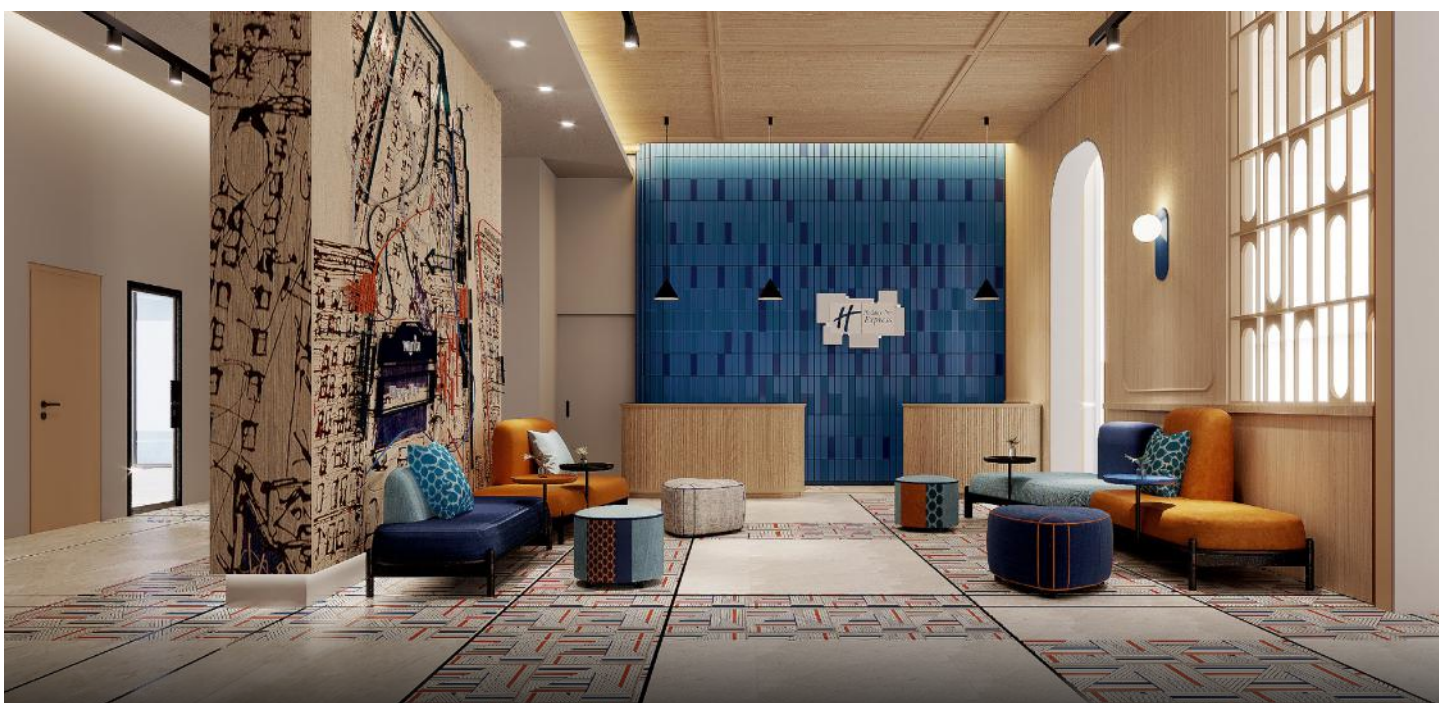
IHG Brand Brief caught up with Dean Jones to talk about IHG's future in the East Asia and Pacific region.

WHAT ARE YOU MOST EXCITED ABOUT IN THE GROWTH TRAJECTORY FOR THE EAPAC REGION?

What excites me most is the diversity of growth across East Asia and the Pacific — we're seeing a strong rebound in international travel, continued strength in domestic demand, and a growing appetite for premium and experiential travel.

WHAT HOTELS ARE COMING SOON?

Our mainstream brands continue to be a major growth engine, with new hotels opening in key gateway cities, emerging secondary markets, and high-growth domestic destinations — particularly for Holiday Inn, where guests are looking for quality, consistency, and strong value.



In Southeast Asia, recent openings such as Holiday Inn Express Bangkok Phayathai highlight ongoing growth in high-demand urban locations. At the same time, IHG has broadened choice with the debut of Garner in Southeast Asia, with Garner Hotel Pattaya Central, and a growing presence in Japan across Osaka and Kyoto. 2025 saw a wave of new Holiday Inn openings in key markets — the brand re-entered Tokyo, debuted in Sapporo, and opened an all-season resort in Karuizawa. Plus, Holiday Inn Melbourne Bourke Street Mall opened as part of Australia’s first dual-branded property.

WHERE ARE THE HOT SPOTS FOR BUSINESS TRAVEL?

We’re seeing strong growth in secondary and regional business hubs — cities like Ho Chi Minh City, Penang, and Fukuoka — driven by technology, manufacturing, and regional headquarters activity, alongside continued strength in gateways such as Singapore, Tokyo, and Sydney.



Off^{the} cuff

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

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

A warm welcome. You would be hard-pressed to find a hotel company that delivers heartfelt service the way we do, and it makes all the difference — especially after a long-haul trip.

2 WHAT DESTINATION IS AT THE TOP OF YOUR 2026 BUCKET LIST?

No matter how many times I visit, Japan is the enigma that won't leave my list. I'd love to get down to Shikoku, especially the Ehime and Kochi prefectures.

3 YOU TRAVEL A GREAT DEAL — WHAT'S YOUR TOP TRAVEL TIP?

Check the distance to your terminal gate. After countless work trips, I still imagine every gate is no more than a five-minute walk away, which has caused more curveballs (and sprints) than I care to share.

INDUSTRY INSIGHTS

GROWTH SLIGHTLY OUTPACING DEMAND IN Q4 2025 YEAR-TO-DATE REPORTING

Global hotel demand increased by 1.1% in 2025, marking the fifth consecutive year of growth. As a result, absolute room demand reached a new record, with an average of 15 million rooms sold daily. For context, the 2019 daily average was 13.9 million rooms. Despite this rise in demand, occupancy declined slightly to 65.6%, as supply growth outpaced gains in demand. The average daily rate (ADR) grew by 3.3%, a moderation from the previous year's 4% increase. However, when adjusted for inflation, ADR remains 3.5% below 2019 levels, indicating that rates have not kept pace with inflation.

UNITED STATES

Most regions saw growth this year, but the U.S., Germany, France, and China experienced declines in revenue per available room (RevPAR). U.S. room demand dropped for three straight quarters, due to difficult comparisons to last year's hurricane-driven demand and ongoing economic and policy changes. The latter impacted lower- to middle-income guests, groups, and international travelers.

- The increased cost of living resulting from persistent inflation has affected lower-income travelers, with significant demand growth observed only in the luxury hotel segment (+4.5%).
- Group demand declined for three consecutive quarters, marking its longest downturn since 2013, excluding the pandemic era.

- International inbound dropped 4.2% and remains 12% below pre-pandemic levels.

Las Vegas led the decline; excluding it and hurricane-affected markets, demand remained flat at -0.1%. With a 0.9% increase in room supply, occupancy fell to 62.3%. ADR increased by 0.9%, but for the second consecutive year, it did not keep pace with inflation. As a result, hotel revenues grew more slowly than expenses, which will restrict opportunities for future development and investment. The weak investment environment is already reflected in hotel development, where the number of new rooms under construction is at a 14-year low.

AMERICAS

The rest of the Americas saw room demand increase 1.4%, driven by Latin American

countries (+1.8%) and Canada (+1.2%). Mexico's demand, however, was down, as was the Caribbean, which saw a sharp demand decrease in Jamaica, Trinidad & Tobago, Turks & Caicos, and a few others. Room availability remained plentiful in the continent with an average occupancy of 62.8%. Canada and the Caribbean were a bit higher (66%). ADR in the Americas increased by 5.2%, led by Latin America (7.7%). Argentina's ADR jumped 35.3% due to hyperinflation. Mexico and Brazil both saw a 7.4% rise, while Colombia was up 5.8%. In Canada, ADR grew by 3.5%, and the Caribbean saw a 2% increase. Barbados, Bermuda, and Saint Lucia all recorded ADR growth above 10%.

EUROPE

Europe sustained robust performance with occupancy reaching 69.2%, reflecting a 1.6% increase in demand. The

ISAAC COLLAZO

VP, Analytics, STR

UK had the highest occupancy among major European nations at 77.5%, followed by Spain at 75.5% and Italy at 69.5%. As anticipated, France experienced a decline in occupancy due to the offset from the 2024 Paris Olympics; however, demand remained stable (+0.2%), and the reduction can be attributed to supply growth. Paris recorded an occupancy rate of 78.6%, while ADR in both Paris and the broader French market saw a slight decrease (-1.7%). Germany also noted a drop in ADR, stemming from challenging year-over-year comparisons to the 2024 Euro Cup. Eight countries across the continent reported ADRs exceeding US\$200, led by Monaco at US\$640, while most countries' rates ranged between US\$120 and US\$170. The outlook for Europe remains positive with limited supply growth and rising demand, particularly from U.S. inbound travel, which currently exceeds pre-pandemic levels.

ASIA-PACIFIC

Asia-Pacific also saw robust growth in the year, but it varied among the nations. Overall, demand was up 1.4% with occupancy of 65.7%. China, the region's largest hotel market, saw demand rise a mere 0.5%, which was offset by a 3.1% gain in supply, resulting in another



annual drop in occupancy. At 63.4%, China's occupancy is at its lowest level since 2010, excluding the pandemic years. We expect that trend to continue, as China has the second largest development pipeline behind the U.S. and the largest number of hotels under construction. ADR for the country was flat (+0.1%).

Singapore recorded the highest occupancy rate in the Asia-Pacific region and the second highest globally at 79.2%, followed by Japan with a rate of 78.7%. Despite this, Singapore experienced a 1.3% ADR decrease, but ADR remained high at US\$233. Japan saw a notable ADR increase of 10.6%, attributed partly to the 2025 Expo in Osaka. India also demonstrated strong ADR growth of 9% alongside rising

occupancy levels. Excluding resort destinations (French Polynesia and the Maldives), where ADR exceeded US\$500, most of the region maintained an average rate of approximately US\$150, with an upward trend.

MIDDLE EAST & AFRICA

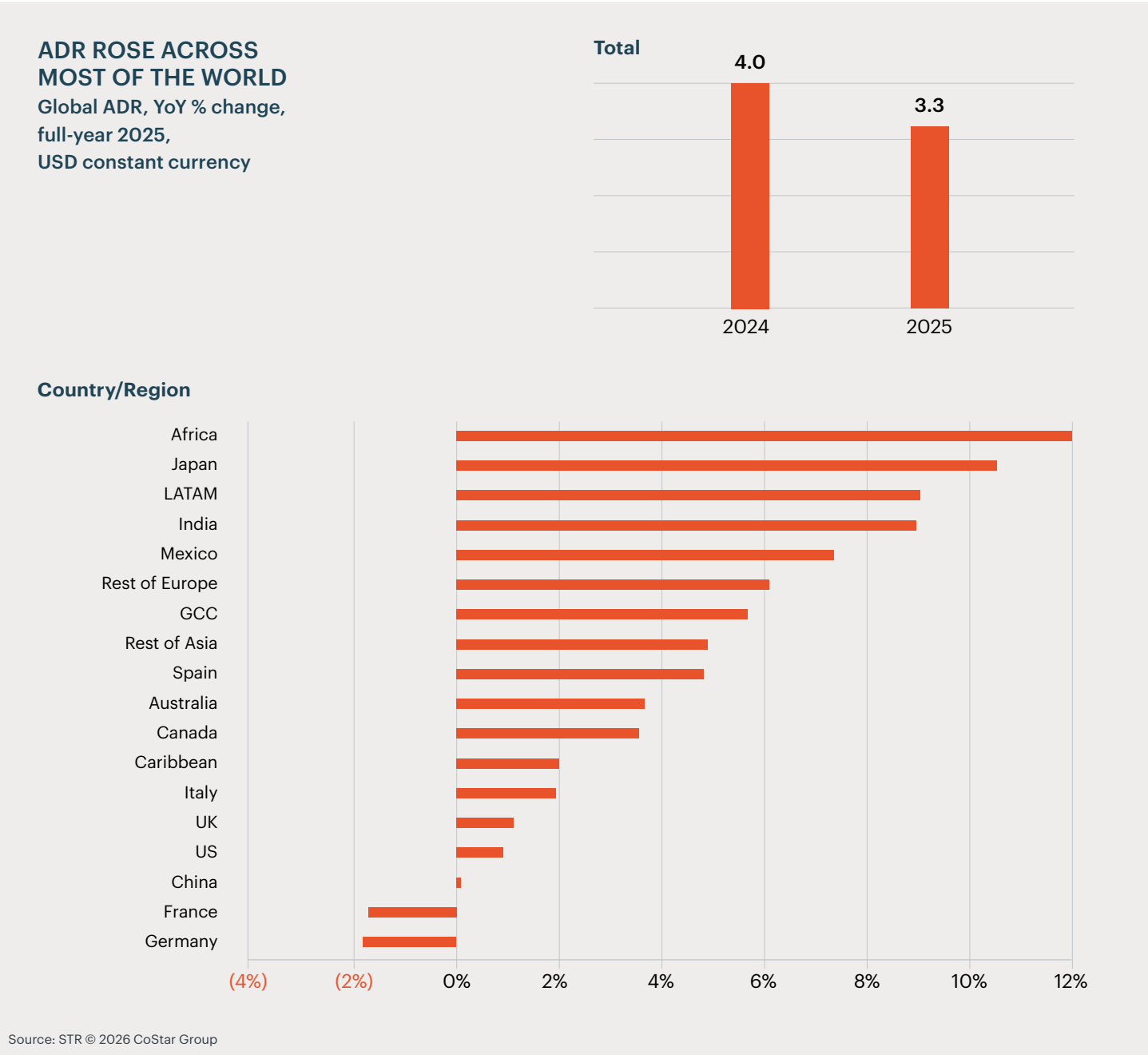
The United Arab Emirates recorded the highest occupancy rate in the world at 80.5%, an increase of 3.7%, and also experienced a 10.3% growth in ADR. In the broader Middle East and Africa region, demand increased by 4.7% and ADR rose by 8.3%. Although rate growth varied throughout the region, many African nations achieved double-digit ADR increases despite having low occupancy levels, which can be attributed to factors such as high inflation and currency volatility.

INDUSTRY INSIGHTS

TOP 25 GLOBAL MARKETS

In 2025, most of the world’s top 25 markets had occupancy rates above 70%. Hong Kong and New York led at 84.1%, but ADR growth differed: New York rose 4.7% to US\$334, while Hong Kong increased 1.8% to US\$172. Paris recorded

the highest ADR at US\$343, and Shenzhen the lowest at US\$70. Overall and collectively, ADR in the top 25 global markets grew 3.4%, with demand increasing at a similar rate.



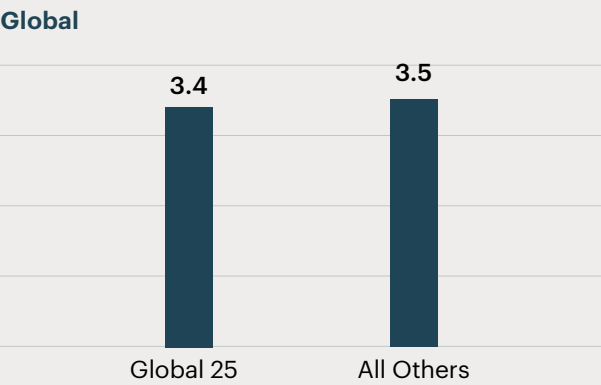
GROWTH SLIGHTLY OUTPACING DEMAND IN Q4 2025 YEAR-TO-DATE REPORTING

OUTLOOK

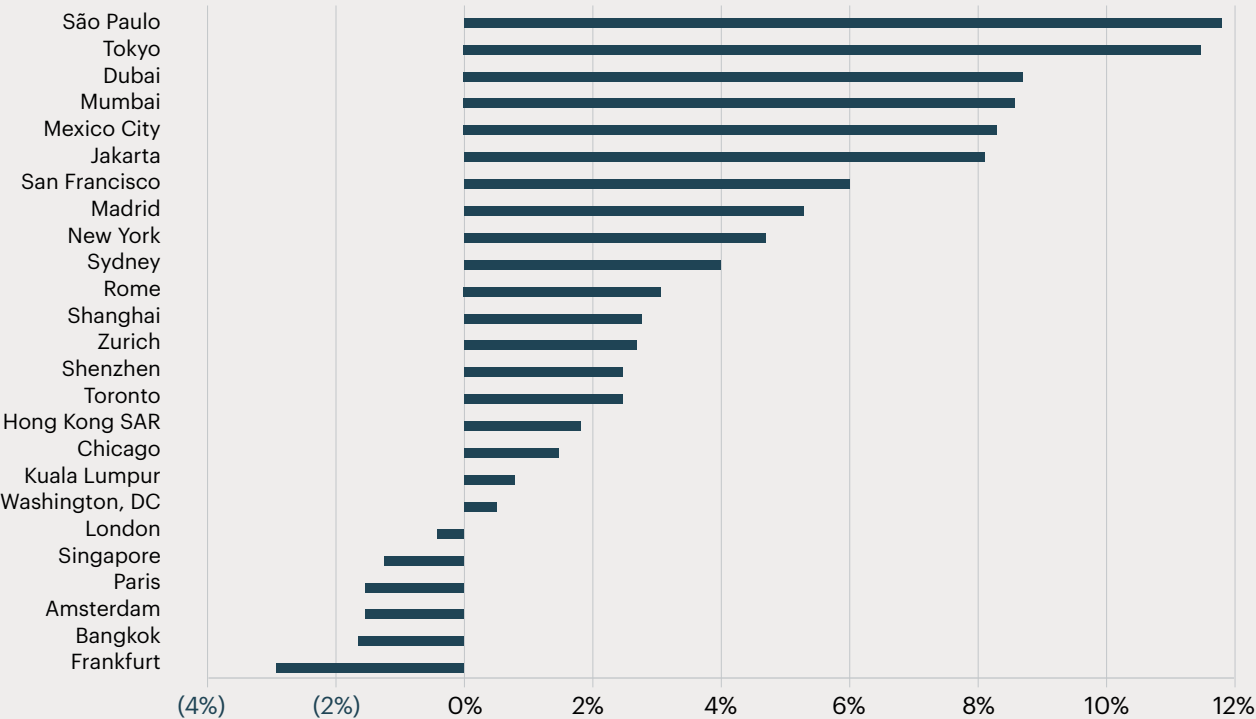
The global economy is projected to grow about 2.7% in 2026, which is slightly lower than in 2025. U.S. growth will be better than what it was last year. Inflation will slow but remain high in some sectors. While everything points to a solid year, an employment slowdown — which is in the forecast — may hinder overall

progress. High-income households will drive hotel demand, favoring upscale properties, as short-term rentals continue rising among lower-income travelers seeking affordability. Globally, hotels will see moderate performance gains. In the U.S., occupancy will see another drop and ADR growth will again lag inflation.

**GLOBAL TOP 25
HELD BACK BY LONDON,
PARIS AND OTHERS**
ADR YoY % change,
full-year 2025,
USD constant currency



Top 25 Global Markets



Source: STR © 2026 CoStar Group

Garner™
— BY IHG —

A Stay That Meets You Where You Are

G



Not every trip or event calls for extravagance. Sometimes, what matters most is a stay that feels easy, welcoming, and ready for real life. That's where Garner comes in. As a newer IHG hotel brand, Garner is designed for travelers who prioritize comfort, flexibility, and a good night's sleep above all else.

Garner guests are in love with life, not luxury. They are practical. They want a solid place to sleep, eat, meet, and get on their way. This hotel brand is ideal for industry crews in construction, transportation, government, or other heavy industry verticals.



Garner brings warmth, character, and comfort where it matters most.



With laid-back meeting spaces, pet-friendly touches, and satisfying breakfast options, Garner offers everything you need to settle in and get on your way. It is a brand built for business trips, quick overnights, family visits, and all the in-between moments that make up modern travel. Thoughtful, approachable, and purposefully different, Garner proves that a value stay can still feel personal, uplifting, and full of possibility.

OPEN HOTELS

101

OPEN ROOMS

9,832

Data reported as
of March 31, 2026

PIPELINE HOTELS

92

PIPELINE ROOMS

8,064

DESTINATION SPOTLIGHT

JAPAN

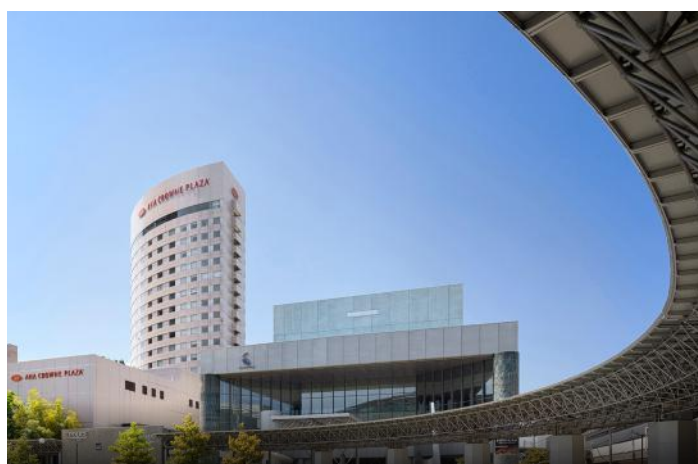




Discover a side of Japan that moves seamlessly between cultural immersion, thoughtful business travel, and beautifully placed stays.

Japan is a destination of striking duality. Ancient rituals meet modern momentum, and moments of calm exist just steps from the energy of the city. That balance makes it especially compelling for travelers who want more from the journey, whether they are visiting for inspiration, meetings, or a bit of both.

In Osaka, voco Osaka Central offers a stylish entry into the city, with design that reflects local character and a setting that feels especially suited to travelers who want business trips to feel a little more memorable. Garner Hotel Osaka Honmachi Midosuji brings a fresh, easygoing option for those prioritizing convenience and a practical city base. In Kyoto, Holiday Inn Kyoto Gojo Hotel is positioned as an ideal base for both sightseeing and business, pairing accessibility with the calmer rhythm that makes Kyoto so distinct. In Kanazawa, ANA Crowne Plaza Kanazawa — just a one-minute walk from Kanazawa Station — stands out for business gatherings and MICE events while also placing guests close to one of Japan's most artful destinations, offering a truly balanced stay.



VENUE SPOTLIGHT

JOURNEY TO JAPAN FOR MEETINGS BOTH MODERN AND TRADITIONAL

A hub for hospitality with incredible transportation, delicious food, and unending cultural attractions to explore, Japan is the ideal place to host an event — and there's no shortage of spaces to do so. Throughout this alluring country, there are venues for a variety of gatherings, and in a destination known for its technological prowess, connectivity and AV needs are easily accommodated.



VIGNETTE COLLECTION RIHGA ROYAL HOTEL OSAKA

1,001 Guest rooms

79,933 ft² Meeting & Event space

56 Meeting rooms

With 56 total venues, RIHGA Royal Hotel Osaka — part of the Vignette Collection, known for its one-of-a-kind luxury hotels — has every space you could need, including the largest banquet hall in Osaka (that's Korin, with a capacity of 1,800). There are several notable architectural details in the various meeting rooms, including traditional latticework, a multifaceted domed chandelier, and a French castle motif.

ANA INTERCONTINENTAL TOKYO

801 Guest rooms

45,509 ft² Meeting & Event space

22 Meeting rooms

Host everything from an intimate business gathering to a conference for 1,600 delegates at the luxurious ANA InterContinental Tokyo. Many of the meeting spaces are naturally lit, with fabulous city views, and they all have state-of-the-art technology. The hotel's world-class cuisine is a big selling point for groups with discerning palates.



KIMPTON SHINJUKU TOKYO

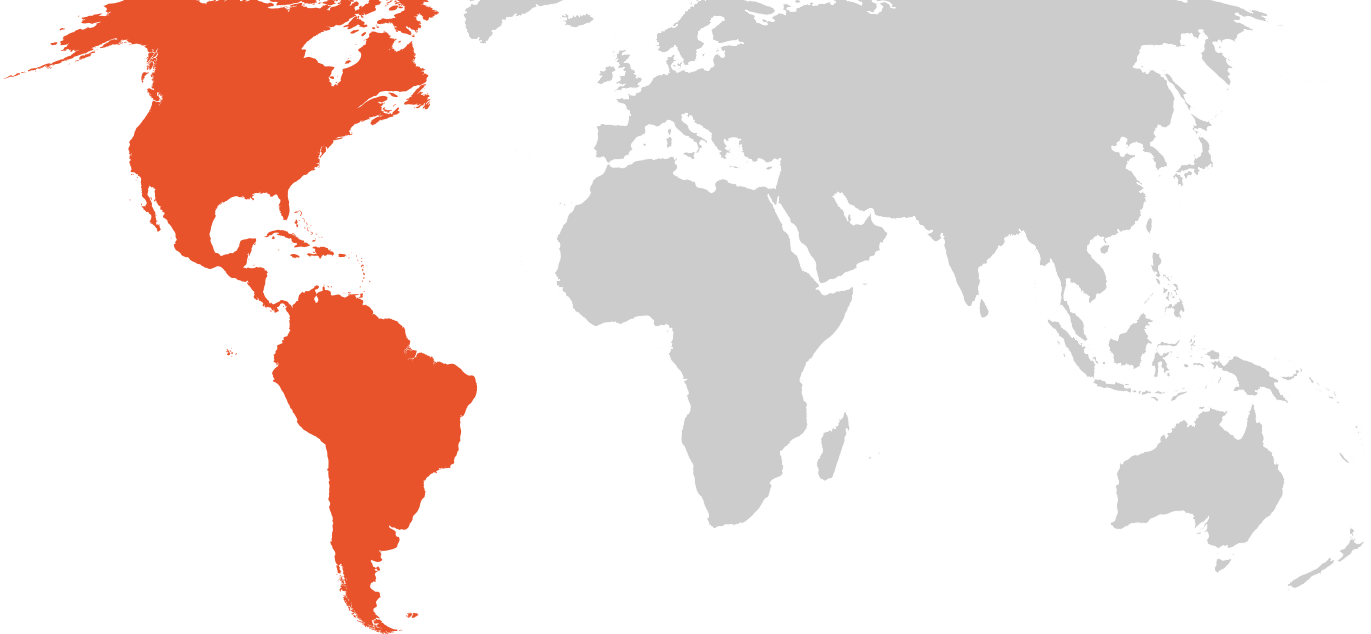
130 Guest rooms

6,695 ft² Meeting & Event space

4 Meeting rooms

Want your event with a side of skyline panoramas? Forget the stuffy, windowless ballrooms of yesterday. Kimpton Shinjuku Tokyo takes your next gathering to the edge — literally. With soaring heights and design that refuses to blend in, the spaces are built for those who want their views as bold as their ideas.





NEW + NOTABLE HOTELS AND RESORTS

UNITED STATES OF AMERICA

[Kimpton Era Midtown New York](#)
[Kimpton Mirador Pacific Grove](#)
[Kimpton Miralina Resort & Villas](#)
[Hotel Indigo North Conway](#)
[voco Sandpiper All-Inclusive Resort](#)
[voco Times Square – Broadway](#)
[Holiday Inn Express & Suites Anchorage – Midtown](#)
[Holiday Inn Express & Suites Chicago West – Oak Park](#)
[Holiday Inn Express & Suites Choctaw – Oklahoma City East](#)
[Holiday Inn Express & Suites Clarksville North](#)
[Holiday Inn Express & Suites DFW Airport Southwest – Euless](#)
[Holiday Inn Express & Suites Elgin – Chicago Northwest](#)
[Holiday Inn Express & Suites Frisco North – Prosper](#)
[Holiday Inn Express & Suites Huntsville Northeast](#)
[Holiday Inn Express & Suites Nacogdoches Southwest](#)
[Holiday Inn Express & Suites New Bern – Medical Park](#)
[Holiday Inn Express & Suites Pasadena Houston Southeast](#)
[Holiday Inn Express & Suites Phoenix – Midtown](#)
[Holiday Inn Express & Suites Plainwell](#)
[Holiday Inn Express & Suites Raleigh West – Lenovo Center](#)
[Holiday Inn Express & Suites Roseburg North](#)
[Holiday Inn Express & Suites Sheridan South](#)
[Holiday Inn Express & Suites Steamboat Springs](#)

[Holiday Inn Express & Suites Washington DC – NoMA](#)
[Holiday Inn Express Garden City East](#)
[Holiday Inn Express Lexington – Horse Park Area](#)
[Holiday Inn Express Savannah – Gateway](#)
[Garner Hotel Albuquerque Airport](#)
[Garner Hotel Liberal North](#)
[Garner Hotel Lincoln North](#)
[Garner Hotel Madison – Huntsville Airport](#)
[Garner Hotel Mahwah](#)
[Garner Hotel North Bergen – NYC Gateway](#)
[Garner Hotel Page – Lake Powell Area](#)
[Garner Hotel Pigeon Forge Downtown](#)
[Garner Hotel Provo South](#)
[Garner Hotel Totowa](#)
[avid hotel Bellefonte](#)
[avid hotel Mission East – McAllen Area](#)
[avid hotel Victorville – Hesperia](#)
[Atwell Suites Belgrade – Bozeman Airport](#)
[Atwell Suites Corpus Christi Southeast](#)
[Staybridge Suites Irving Las Colinas](#)
[Staybridge Suites Louisville – Expo Center](#)
[Staybridge Suites Norfolk Airport](#)
[Staybridge Suites Sarasota – Bradenton Airport](#)
[Staybridge Suites Southaven – Memphis South](#)
[Candlewood Suites Anchorage – Midtown](#)

These properties opened from November 2025 through March 2026.



[Candlewood Suites Bedford – Fort Worth](#)
[Candlewood Suites Mankato East](#)
[Candlewood Suites Mission East – McAllen Area](#)
[Candlewood Suites Mobile West – I-65](#)
[Candlewood Suites Oakwood](#)
[Candlewood Suites On Fort Bragg](#)

CANADA

[Crowne Plaza Toronto – North York](#)
[Staybridge Suites Halifax – Dartmouth](#)
[Staybridge Suites Kincardine Southeast](#)
[Staybridge Suites Toronto Airport East](#)

CARIBBEAN

[Hotel Indigo Bridgetown Barbados](#)
[Hotel Indigo Turks & Caicos Grace Bay](#)
[voco Surfside Aruba](#)

MEXICO

[Hotel Indigo Playa del Carmen](#)
[voco Ciudad de Mexico Reforma](#)
[Iberostar Selection Riviera Cancún](#)
[Garner Hotel Mazatlan Beach](#)





NEW + NOTABLE HOTELS AND RESORTS

ASIA

Vignette Collection Rêve Ho Chi Minh City
Kimpton Naluria Kuala Lumpur
voco Scenia Bay Nha Trang
Crowne Plaza Geelong
Crowne Plaza Phnom Penh
Garner Hotel Pattaya Central

EUROPE

Six Senses London
Hotel Indigo Batumi – Old Town
Hotel Indigo Gloucester – The Forum
Hotel Indigo London – K West Shepherd's Bush
Hotel Indigo Torquay
voco Madrid – Las Tablas
voco Parma & Congressi
Ruby Lissi Vienna
Ruby Lucy London
Ruby Stella London
Ruby Zoe Hotel London
Crowne Plaza Dures
Iberostar Selection Es Trenc
Iberostar Selection Jardín del Sol Suites
Iberostar Selection Llaut Palma
Iberostar Selection Playa de Muro Village
Iberostar Waves Playa de Muro
Holiday Inn Express & Suites Barcelona – Sabadell
Holiday Inn Express Istanbul – Airport Arnavutkoy

Holiday Inn Ratingen – City
Garner Hotel Chesterfield North
Garner Hotel Friedrichshafen
Garner Hotel Hamburg – St. Georg
Garner Hotel Lincoln
Garner Hotel Rotherham East
Garner Hotel Stuhr – Bremen A1
Garner Hotel Stuttgart – Zuffenhausen
Garner Hotel Wiesbaden City
Candlewood Suites Reykjavik

MIDDLE EAST, INDIA, AFRICA

InterContinental Table Bay Cape Town
InterContinental The Red Sea Resort
Vignette Collection Ciel Dubai Marina
Vignette Collection Fairview Hotel Nairobi
voco Amritsar
voco Bangkok Surawong
voco Cairo Arabella Plaza
voco Dubai Nice The Heart of Europe
Crowne Plaza Al Jubail
Crowne Plaza Dhaka Airport
Crowne Plaza Petra
Crowne Plaza Riyadh – Al Takhassusi
Crowne Plaza Istanbul – West
Holiday Inn Dubai Jumeirah Village Circle

OCEANIA

Crowne Plaza Melbourne Carlton

These properties opened from November 2025 through March 2026.





NEW + NOTABLE HOTELS AND RESORTS

GREATER CHINA

[InterContinental New Taipei Hot Spring](#)
[Vignette Collection Palm Springs Hotel Chengdu](#)
[Vignette Collection TFT Chongqing](#)
[Vignette Collection THE ONE Shanghai Downtown](#)
[Hotel Indigo Hengqin](#)
[Hotel Indigo Xi'an High-Tech Zone](#)
[Hotel Indigo Zhuhai Xiangzhou](#)
[voco Chengdu High-Tech Zone](#)
[voco Ningbo Dongqian Lake](#)
[voco Sanya Bay](#)
[voco Suzhou Guanqian Street](#)
[voco Wugong Mountain Jiangxi](#)
[HUALUXE Qidong](#)
[HUALUXE Xianyang](#)
[HUALUXE Zhongshan City Center](#)
[Crowne Plaza Huaihua](#)
[Crowne Plaza Linyi Olympic Sports Centre](#)
[Crowne Plaza Xinghua](#)
[EVEN Hotel Chengdu Phoenix Mountain](#)
[EVEN Hotel Xi'an High-Tech Zone](#)
[Garner Hotel Beijing 798 Art District](#)
[Holiday Inn Express Chengdu Phoenix Mountain](#)
[Holiday Inn Express Chongqing Liangjiang Yufu](#)
[Holiday Inn Express Gongyi City Center](#)
[Holiday Inn Express Guangzhou Baiyun Airport T2](#)
[Holiday Inn Express Huangshan Mountain South Gate](#)

[Holiday Inn Express Jincheng New District](#)
[Holiday Inn Express Kashgar Downtown](#)
[Holiday Inn Express Kunming Changshui Airport](#)
[Holiday Inn Express Kunming Dianchi Rixin Road](#)
[Holiday Inn Express Kunming Yiliang Center](#)
[Holiday Inn Express Kunshan High-Tech Zone](#)
[Holiday Inn Express Langfang Sanhe](#)
[Holiday Inn Express Luoyang Nanchang Road](#)
[Holiday Inn Express Neijiang High-Tech Zone](#)
[Holiday Inn Express Qinhuangdao Haigang](#)
[Holiday Inn Express Shenzhen Sports Center](#)
[Holiday Inn Express Sihui City Center](#)
[Holiday Inn Express Ziyang City Center](#)
[Holiday Inn Beijing Daxing Centre](#)
[Holiday Inn Beijing Daxing Movie Park](#)
[Holiday Inn Guilin Qixing](#)
[Holiday Inn & Suites Jiaxing Hangzhou Bay](#)
[Holiday Inn Ningde Jiaocheng](#)
[Holiday Inn Pu'er Jingmai](#)
[Holiday Inn Qingdao CBD](#)
[Holiday Inn Shanghai Tourism Zone](#)
[Holiday Inn Suzhou North](#)
[Holiday Inn Weinan High-Tech Zone](#)
[Holiday Inn Wenzhou Airport](#)
[Holiday Inn Xianyang Shuangzhao Lake](#)
[Holiday Inn Yiwu Center](#)
[Atwell Suites Hefei City Center](#)

These properties opened from November 2025 through March 2026.





Noted
COLLECTION
— BY IHG —

Introducing
Noted Collection



Noted
COLLECTION
— BY IHG —

IHG adds a 21st brand to its portfolio

Meet our newest brand, Noted Collection by IHG. True to its name, this notable collection features independent hotels with a point of view, places chosen for what they reveal and remembered for how they make guests feel. These one-of-one hotels are designed for travelers and meeting planners who are discerning, original, and stylish — those who find joy and meaning in the smallest details.

From reimagined heritage icons and seaside escapes to countryside manors and modern city standouts, each hotel draws you in with its own essence. And while they're all distinct, they're united by exceptional service, premium amenities, and high-quality food and drinks.

Take note: Noted Collection will soon be one of the premier brands for hosting meetings and events that leave a lasting impression.

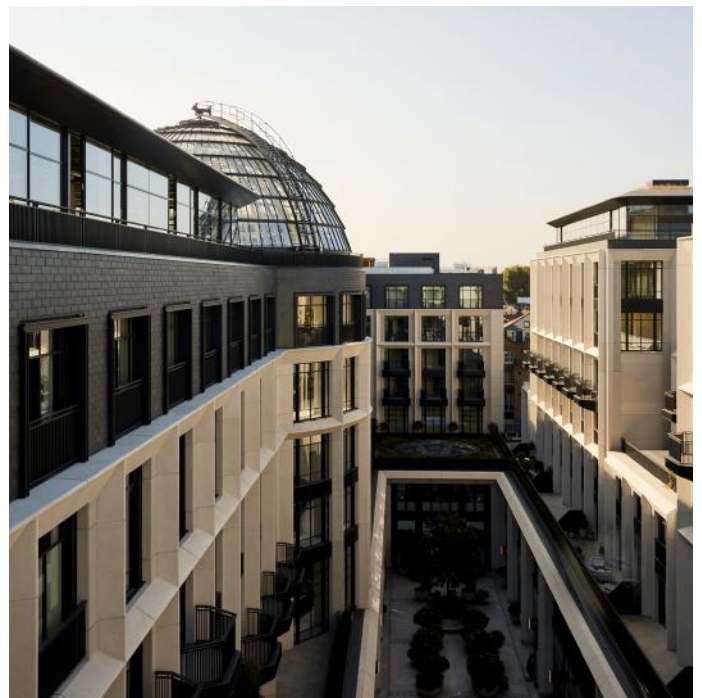




FEATURED HOTEL

SIX SENSES LONDON

A West London landmark reimagined with purpose and care, Six Senses London invites a different rhythm. Rooms and suites draw from their Art Deco heritage and provide a restorative and tactile retreat just steps from Notting Hill's color and Hyde Park's calm. Whiteley's Kitchen, Bar & Café is a natural extension of the neighborhood, where bold, modern British cooking meets spirited conversations, while Six Senses Spa brings together high-tech treatments and timeless rituals, from cryotherapy to flotation. Come curious. Leave inspired.





FEATURED HOTEL

CROWNE PLAZA ORLANDO DOWNTOWN

Well suited for nearly any kind of event — from intimate gatherings to grand galas — Crowne Plaza Orlando Downtown recently underwent a multimillion-dollar renovation that included all 8,000 square feet of the meetings and events space. It offers an ideal location near Orlando's most popular business and entertainment venues, creative meeting and event concept consultation, comprehensive multimedia support, and so much more.

227 Guest rooms

8,000 ft² Meeting & Event space

6 Meeting rooms



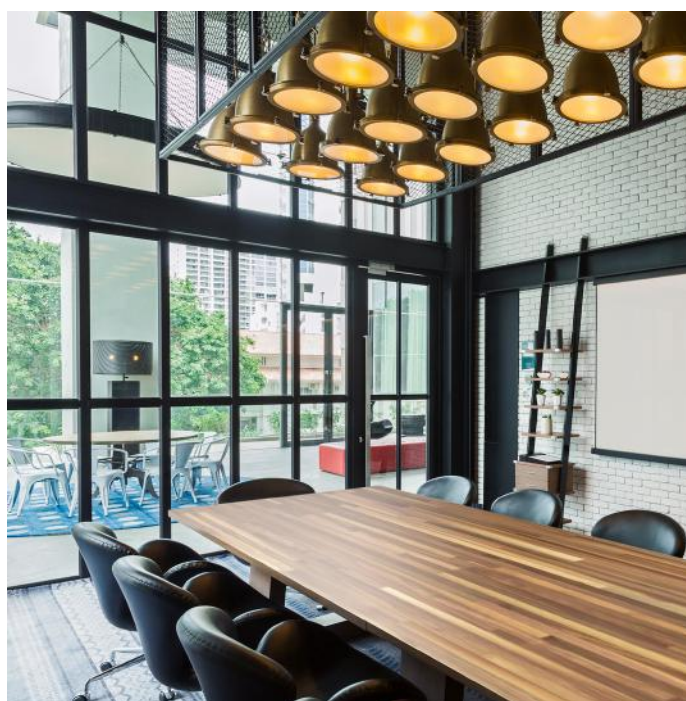
FEATURED HOTEL

HOLIDAY INN PATTAYA

Located in Thailand, the beachfront Holiday Inn Pattaya sits directly across from Pattaya Beach and within walking distance of shopping centers, restaurants, and other attractions, making it an ideal spot for an event. With 10 meeting rooms, there's one that's right for your group. The Ballroom accommodates large gatherings, while smaller rooms are just right for private meetings and workshops. A dedicated events team assists with catering and equipment setup, ensuring a smooth experience.



531 Guest rooms
17,975 ft² Meeting & Event space
10 Meeting rooms







CULTURAL INSIGHTS

Personalization at Scale: Designing Meetings That Feel Individual

Over the past year, hyper-personalization has shifted from buzzword to business reality. Individuals have grown accustomed to experiences that adapt to their preferences and behavior in a wide range of areas, from retail to streaming to travel. Those expectations now extend into groups and events.

Today's participants expect sessions aligned with their role, networking that feels purposeful, food that reflects their preferences, and communication that respects their time. Relevance has become the primary driver of engagement, transforming participants from passive observers into active contributors.

MOVING BEYOND THE "ONE-SIZE-FITS-ALL" EVENT

Planners are seeing increased demand for tailored experiences that make time on-site more valuable and more intentional. That personalization often begins at registration. By

capturing key insights early — such as professional objectives, dietary requirements, accessibility needs, and networking priorities — planners can intentionally shape content and overall event design around distinct participant profiles.

The true differentiator, however, lies in how those insights are translated into the on-site experience.

For instance, forward-thinking properties are reframing food and beverage as an experiential touchpoint rather than a logistical necessity. Programs such as Kimpton's No Ordinary Agenda introduce immersive culinary storytelling, while Chef's Live Kitchen at InterContinental Tokyo Bay reflects the growing demand for niche-driven experiences.

Personalization isn't just reserved for the main course; it is often most impactful in the smaller, high-frequency moments between sessions. Curated snack breaks, tailored

menu recommendations, and dietary options — from plant-based and gluten-free to high-protein or low-glycemic "brain food" selections — replace generic sugary breaks with energizing, purpose-driven fuel.

DESIGNING STRUCTURE FOR SCALE

Personalization at scale requires a thoughtful structure. Rather than treating a large audience as one uniform group, planners are creating smaller micro-events and "neighborhood" communities within the broader program. These focused segments allow participants to quickly identify where they belong — whether through role-based tracks, curated networking cohorts, or shared interest groups — without increasing operational complexity.

This modular design approach ensures that even large programs retain clarity and relevance.

OUTSIDE THE BALLROOM

Modern groups are increasingly seeking venues with authentic character and seamless indoor-outdoor flow. Flexible environments — including rooftop terraces, open-air courtyards, garden patios, pool decks, and landscaped lawns — allow fresh air and natural light to become part of the program. For example, the Crowne Plaza Atlanta Perimeter at Ravinia features a backyard area with gardens, fountains, and walking paths that create opportunities for welcome receptions, breakout sessions, wellness activations, and informal networking.

CONNECTING ATTENDEES TO PLACE

Research suggests that while people may not remember every detail, they remember how an experience made them feel. This is where planners and venue partners can add real value through the senses.

Attendees want trusted recommendations without falling into an internet search spiral. For instance, they don't just want "great coffee." They want the best artisan roast within walking distance. They want standout restaurants across price points, credible running routes, and neighborhood experiences that feel authentic.

While Destination Management Company (DMC) partnerships remain valuable for large-scale logistics, planners should also lean on hotel concierge

teams and on-property sales contacts for curated, insider recommendations. This is where the "local expert" becomes essential. A short, vetted list — available at the information desk or via QR code — allows participants to explore confidently on their own. Integrating neighborhood culture further strengthens a sense of place, and many properties showcase local artists or host live performances. For example, at Hotel Indigo Nashville – The Countryopolitan, nightly music sets celebrate the city's deep country roots.

SUSTAINABILITY & WELLNESS: THE NEW BASELINE

Sustainability and wellness are no longer enhancements; they are foundational design principles. The 2026 Amex GBT Forecast illustrates nearly 40% of organizations now have a formal sustainable meetings policy, focusing on reducing disposables, responsible sourcing, and venues aligned with environmental standards. IHG's Meeting for Good program reinforces this shift by embedding verified actions such as plastic-free service and carbon tracking.

Wellness is experiencing a similar evolution. Rather than scheduling back-to-back sessions, event designers are building intentional space for recovery and inclusion. That may include low-sensory quiet rooms and real-time captioning to ensure accessibility

for participants who are neurodivergent, hard of hearing, or require additional support. Restorative design elements, such as the live moss walls at EVEN Hotels alongside wellness initiatives like the Six Senses programming, help guests recharge more effectively.

THE TRUST THRESHOLD: USING DATA WITH PURPOSE

Data transparency is non-negotiable. In an AI-saturated world, trust has become a key differentiator.

Attendees must understand how their information is being used — whether to recommend relevant sessions or facilitate meaningful peer connections aligned with their role. When used responsibly, first-party data enables personalization that feels like a concierge service rather than a surveillance tool. Respect builds trust, and trust strengthens engagement.

WRAPPING IT UP

Ultimately, personalization is moving toward a conversational model of event design — one where the event responds to the attendee's needs in real time. Leveraging the local expertise within IHG's global network ensures that even large-scale programs feel considered and personal. The future of groups and events isn't about doing more; it's about delivering meaningful relevance to every attendee in the room.

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HUALUXE

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BEACHFRONT RESORTS

CROWNE
PLAZA

EVEN

Holiday Inn
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Garner

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SUITES

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