THE IHG BRAND BRIEF LUXURY & LIFESTYLE | OCTOBER 2025



ELEVATING IHG'S GROWTH & OFFERINGS

WITH BETTY WILSON

VP - Global Accounts, IHG Hotels & Resorts

FEATURED BRAND
REGENT HOTELS

FEATURED DESTINATION

EDINBURGH, SCOTLAND

The perfect incentives to go north

INDUSTRY INSIGHTS

WITH ISAAC COLLAZO

VP, Analytics, STR

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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 >





IHG Brand Brief caught up with Betty Wilson on IHG's evolving global account strategies to drive new business growth, strengthen key partnerships, and elevate the brand's position within the business travel and luxury leisure travel segments.

WHAT ARE THE STRATEGIES AND INITIATIVES YOU'RE FOCUSING ON WHEN IT COMES TO DRIVING NEW BUSINESS GROWTH?

Our primary goal is to understand each customer's unique needs and goals in detail, probing to listen and learn. We want to understand the biggest business opportunities or challenges for you and then laser-focus on how we can seamlessly solve these needs, whether it's corporate transient or meetings business, incentives to reward top performers, contract business such as crew and projects, or high-end luxury leisure travel for the most discerning of travel buyers.

Our global salespeople are truly business consultants who are dedicated to helping our customers and guests succeed. From a leadership standpoint, we're focused on ensuring we have the right sales coverage in the right places and that our sales team receives the best-in-class training and development needed to help you succeed.

WHAT ARE THE TOP THREE THINGS THAT ILLUSTRATE IHG'S DYNAMIC OFFERINGS AND DEDICATION TO COLLABORATION TO SOLVE CUSTOMER NEEDS?

Travel advisors, meeting planners, and anyone else managing travel programs should always expect and rely on:

- 1. A dedicated salesperson or, in the case of large organizations with multiple buyers around the world, a global account team aligned with where your organization's buyers are located.
- 2. Exceptional programming and tools like <u>IHG Destined</u>, <u>IHG Business Edge</u>, <u>IHG Agent Portal</u>, and,

for larger organizations, tailored agreements and chain-wide programs.

3. Brilliant experiences across our 20 unique brands, 6,600+ global destinations, and confidence that our team understands every stay, meeting, or event requires a different experience. And let's not forget our powerful loyalty program, IHG One Rewards, which comes with a host of perks for both guests and travel professionals.

TELL US ABOUT THE PURPOSE OF THE IHG AGENT PORTAL. WHY WAS THIS TOOL CREATED AND HOW DOES IT BENEFIT TRAVEL PROFESSIONALS?

When serving a market that adds up to tens of billions of dollars in business transient and leisure bookings, the IHG Agent Portal supports our goal of strengthening preference among travel

professionals by providing resources that equip agents to sell and book our brands more easily. For example, the IHG Agent Portal was integrated with IHG.com and IHG One Rewards to make planning and booking more seamless. The IHG Agent Portal also includes flexible, self-paced educational resources and access to exclusive benefits for the travel professional's personal travel.

SWITCHING TOPICS, HOW IS IHG RESPONDING TO THE DEMAND FOR LUXURY TRAVEL, BOTH FOR LEISURE AND BUSINESS-FOCUSED STAYS?

We've been busy! We are bringing new tools, including our soon-to-launch IHG Destined portal; adding benefits for luxury travel advisors; and expanding our presence at luxury-focused events across the industry. Further, we are continuing to expand our global sales teams. For example, we're going from five to 30+ experts covering luxury agencies, credit card partners, tour operators, and consortia. We also have new teams dedicated to meetings and incentive agencies, along with expanded coverage of verticals such as financial, entertainment, consulting, legal, and other high-end corporate business. We are also growing our footprint — 20% of our pipeline is luxury & lifestyle hotels, with roughly 400 hotels launching soon in our six luxury brands.

WHAT ARE THE TOP DESTINATIONS FOR LUXURY TRAVEL? HAVE THEY CHANGED RECENTLY?

Trending for 2025 are Japan, Thailand, Greece, Portugal, South Africa, and always-popular destinations like Italy, France, North American beach and mountain destinations, the UK, Spain, and the Nordics. Luxury travelers have an adventurous spirit, so trends can change each year, with destinations like Bhutan, Slovenia, Australia, New Zealand, India, and the Middle East often popping up.

Off the Cuff

Three rapid-fire questions that always yield some interesting answers.

WHAT 2025-2026 IHG HOTEL OPENING ARE YOU MOST EXCITED ABOUT?

When you have over 2,000 hotels in your pipeline, it's impossible to pick just a few! I can't wait to see our new flagship Crowne Plaza in Times Square, NYC — my home city. I'm also excited about new Kimpton properties in New York, as well as Six Senses coming to London and Milan and InterContinental to Cape Town, Halong Bay, Brisbane, and more!

MOST RECENT MEMORABLE TRAVEL EXPERIENCE?

Being part of a special "preview" visit to the fabulous Regent Santa Monica Beach with our luxury customer council ahead of the official opening in October 2024.

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

Stay hydrated, stay active, and move as much as you can; use compression packing cubes if you're like me and bring a carry-on only; and give the <u>Timeshifter</u> app a try!

Want to know more? Read about InterContinental's partnership with Timeshifter in the IHG In the News section of this newsletter.

IHG IN THE NEWS

IHG HOTELS & RESORTS ANNOUNCES HALF-YEAR RESULTS

Exciting performance results were announced by CEO Elie Maalouf with this summary statement:

Read more >



66 Our momentum continued in the first half of 2025, with further achievements in accelerating the growth of our brands, expanding in key geographies, strengthening hotel owner returns, driving ancillary fee streams, delivering cost efficiencies, and returning surplus capital to shareholders. With thanks to our teams around the world, we're pleased to report that these achievements propelled our adjusted EPS growth to +19%."





IHG CELEBRATES 1M ROOMS OPEN WORLDWIDE

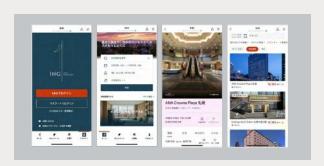
IHG recently announced it has surpassed one million open rooms across the globe, as demand for its brands continues to grow. Buoyed by an expanding travel industry and a proven global strategy, IHG has experienced remarkable growth, opening hundreds of hotels every year and doubling its brand portfolio to 20 in the past decade to offer a stay for every occasion in over 100 countries.

Read more >

REGENT IS AMONG MOST LOVED BY T+L MAGAZINE READERS

Regent Hotels & Resorts has long been synonymous with elegance and sophistication. For over half a century, guests have made a grand entrance through the doors of Regent, a testament to the brand's rich history steeped in cinematic memories. Now, Regent has been recognized as the third-most-loved hotel brand in *Travel + Leisure*'s prestigious 2025 World's Best Awards. This esteemed accolade underscores Regent's commitment to delivering exceptional experiences and unparalleled service to its guests.

Read more >



IHG LAUNCHES LINE MINI APP FOR JAPAN BOOKINGS

With the LINE Mini App, Japanese guests can make hotel bookings and connect to IHG One Rewards via their preferred digital platforms. The launch allows users to make direct hotel bookings, access one-click membership registration for IHG One Rewards promotions, and manage both their IHG One Rewards and other preferred partner programs, including Rakuten and ANA Mileage Club.

Read more >



INTERCONTINENTAL AIDS GUESTS' JET LAG WORLDWIDE

Guests of InterContinental can now seamlessly traverse time zones using Timeshifter's pioneering jet-lag-combating technology, one of several initiatives being introduced to help fight travel fatigue. This innovation offers a personalized solution to help guests be at their best as they explore the world.

Read more >



REGENT HONORED IN VIRTUOSO GLOBAL AWARDS

At the 2025 Virtuoso Global Awards hosted by Virtuoso, a leading global network specializing in luxury and experiential travel, Regent Hotels & Resorts took home two top honors. Regent Santa Monica Beach won for Best New or Reimagined Hotel, while Regent Hong Kong took the crown for Best Brand Hotel, which recognizes an iconic hotel that epitomizes excellence in luxury hospitality.

Read more >



ELEVATE THEIR SUCCESS

INCENTIVE TRIPS THAT WORK AS HARD AS THEY DO

VIGNETTE COLLECTION SINDHORN-MIDTOWN HOTEL BANGKOK, THAILAND

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.



















REGENT

WHERE IMAGINATION

SPA

RIS

FRESH PERSPECTIVES







For more than 50 years, Regent has pioneered modern luxury in hand-selected hotels and resorts in some of the world's most enchanting corners. This is where decadent moments follow calm repose, and thrilling interludes lead to a whole new outlook.

SETTING THE TONE

Regent was the first to introduce private villas and sunken baths into hotel suites — and that was only the beginning of the innovation. Since then, Regent has been known for blazing a bold new path for travel, one that invites a more elevated kind of luxury.

A PERSONAL TOUCH

Guests can always expect the highest level of bespoke service, including a Regent Experience Agent to serve as a single point of contact for any needs, complimentary laundry and mini-bars, and generous surprises tailored to you.

INFINITE POSSIBILITIES

Combining the familiarity of worldwide luxury travel with a high degree of local splendor, Regent crafts superb stays across the globe. Curated destinations are on the way, from Saudi Arabia and Malaysia to Japan and China.

OPEN HOTELS

3,168
OPEN ROOMS

9
PIPELINE HOTELS

1,932

PIPELINE ROOMS







With history lurking around every cobblestonestreet corner, Edinburgh is a favorite destination for travelers who enjoy a rich cultural heritage, lively festivals, and striking Gothic architecture. IHG has four stunning hotels from the Luxury & Lifestyle Collection in the area, meaning you can always find one that's just right for your next incentive trip.

If it's that glamorous townhouse feel you're after, consider the vibrantly decorated Hotel Indigo
Edinburgh or Kimpton Charlotte Square Hotel, both located in New Town and boasting a traditional Georgian look. (Don't be fooled by the New Town moniker; the neighborhood was built from the mid-1700s to mid-1800s, so it still features plenty of history.) The Spa at Charlotte Square includes a pool, a sauna, a steam room, and the renowned Swell Suite, the UK's first sound wellness room.

Shoppers will love the scenic Princes Street, the main shopping thoroughfare, which sits in the shadow of the stately Edinburgh Castle. It's easy to stroll there from Hotel Indigo Edinburgh - Princes
Street and InterContinental Edinburgh The George, where the guest rooms borrow their color palette from 19th-century Scottish landscape paintings. Don't miss St. James Quarter or Multrees Walk, both havens for luxury shopping that are within walking distance.





THE NEW HOTEL LIST

NOW OPEN & READY TO IMPRESS

THE AMERICAS

SOUTH AMERICA

InterContinental Real Lima Miraflores

Hotel Indigo Lima Miraflores

GREATER CHINA

InterContinental Changchun High Tech Zone

InterContinental Yining

InterContinental Zhengzhou Zhengdong

Vignette Collection Hangzhou Wulin GDA Hotel

Kimpton Hainan Clear Water Bay

Hotel Indigo Hainan Clear Water Bay

Hotel Indigo Nalati

EMEAA

ASIA

InterContinental Halong Bay Resort

EUROPE

Vignette Collection Onyria Marinha Cascais

Hotel Indigo Gandia - Beach

Hotel Indigo Leeds

Hotel Indigo London Clerkenwell

MIDDLE EAST

Kimpton KAFD Riyadh

OCEANIA

InterContinental Brisbane

Hotel Indigo Melbourne Little Collins













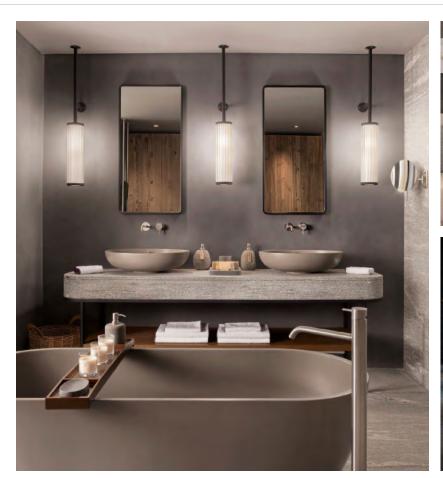
SIX SENSES CRANS-MONTANA

At Six Senses Crans-Montana, alpine sophistication reaches such great heights. The Swiss chalet is ideally located for summertime golf trips and wintertime snow adventures, with direct ski-in and ski-out access to a natural high-altitude playground on the Chetzeron red slope. Back at Six Senses Spa, which blends high-tech biohacking with high-touch therapies, restore tired legs. At the end of each day, cozy up at the open-air cinema or relive the day's adventures by the crackling fire in the bar.





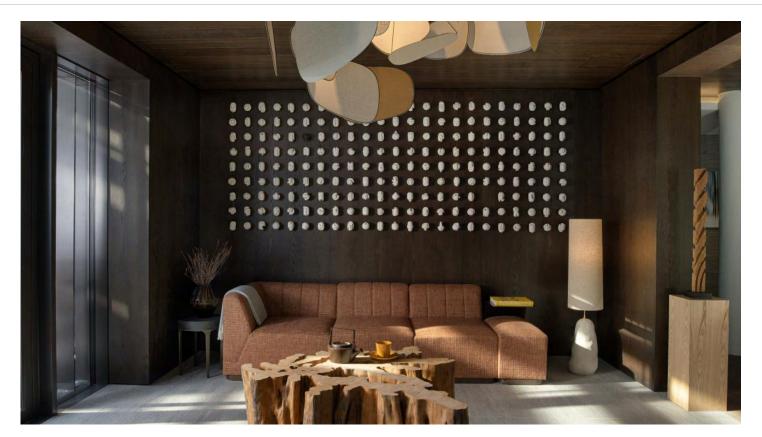








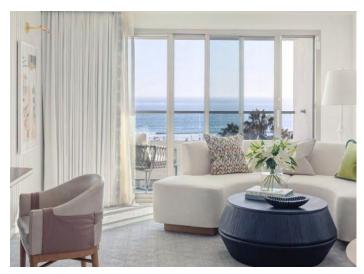






REGENT SANTA MONICA BEACH

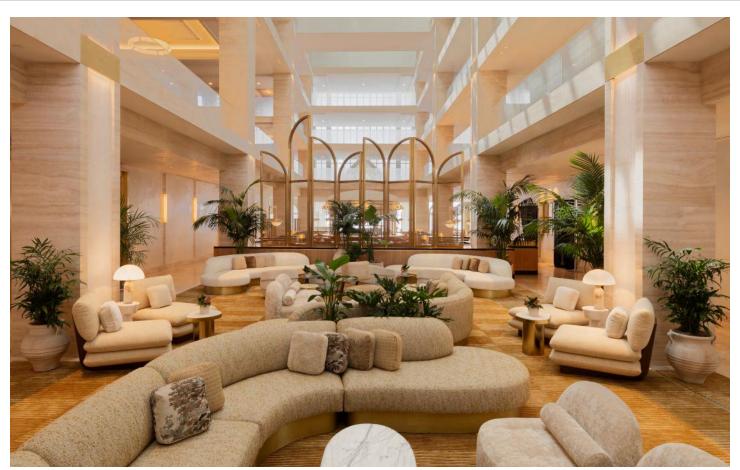
An urban resort for the aesthetes of the world, Regent Santa Monica Beach is quintessentially Southern California. In addition to the convenient access to all the best Los Angeles has to offer, from luxury boutiques to renowned museums, there's so much to experience onsite. Escape to the Guerlain Wellness Spa, where you'll be treated to a holistic well-being journey (there's even a Champagne room!); relax in a plush cabana by the pool; or grab a drink from the stunning ORLA Bar, right in the heart of the see-and-be-seen lobby.

















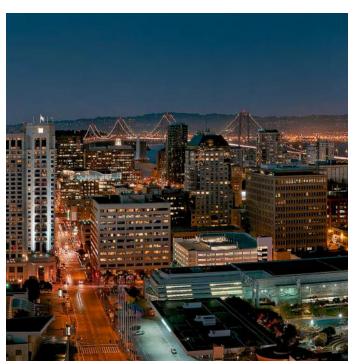






INTERCONTINENTAL SAN FRANCISCO

Conveniently located in SoMa, the sophisticated InterContinental San Francisco provides easy access to the city's renowned public transportation system (a ride on the iconic cable car is a must) and an array of historic treasures, museums, and nightlife. This is a hotel that's serious about sustainability, living out the values of reduce, reuse, and recycle in every way possible. In the rooms, calming tones and refined modern furnishings with wood details give you that classic San Francisco feel.







INTERCONTINENTAL BOSTON

The floor-to-ceiling windows at InterContinental Boston highlight the scenic location right on Boston Harbor. After a day of exploring the historic sites within walking distance — like the Freedom Trail and Fenway Park — you'll appreciate all the hotel's luxurious amenities. Take a dip in the heated lap pool, indulge in a mud treatment at the day spa, dine on freshly shucked oysters with a side of Fort Point Channel views, and roast s'mores over the fire pit (with gourmet chocolate, of course).











SOUMA HOTEL LIMA

VIGNETTE COLLECTION

Where refined luxury meets Lima's vibrant coastal energy, find Vignette Collection SOUMA Hotel Lima. Here in the heart of Miraflores, there's always an art market to stroll, a street performance to watch, or a designer shop to browse. The hotel serves as a serene sanctuary in the lively neighborhood — enjoy a Pisco cocktail at sunset, a relaxing rooftop yoga session, a refreshing swim with a front-row view of the Pacific Ocean, or a meal that's the perfect melding of Mediterranean and Peruvian flavors.

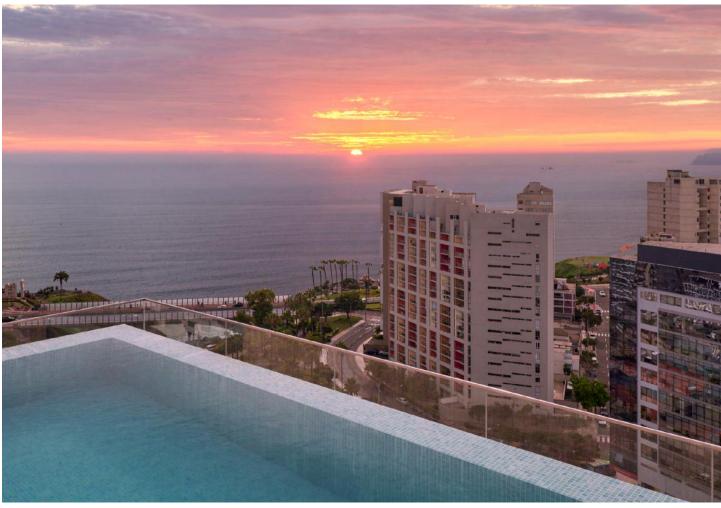




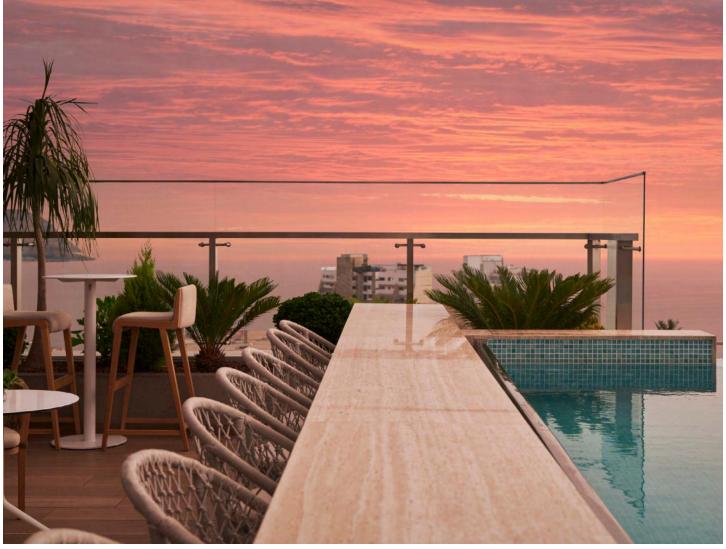












KIMPTON ATLÂNTICO ALGARVE

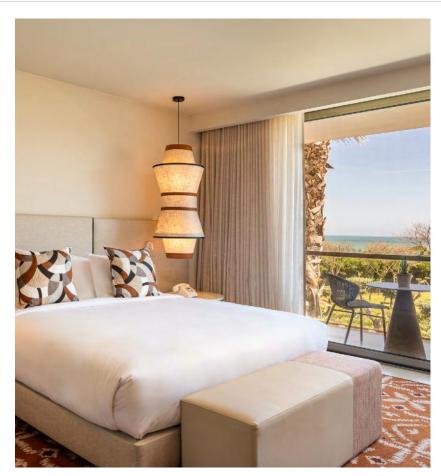
Welcome to a soulful take on luxury living just moments from the vibrant town of Albufeira. At Kimpton Atlântico Algarve, experience Portugal's cultural richness through local flavors, artisanal cocktails, and curated experiences. The Holistic Wellness & Spa Sanctuary offers everything you need to unwind, including a sauna, a steam room, sunrise yoga, and soothing massages. Every detail is crafted to nourish the senses, from the Mediterranean gardens to the sundrenched interiors.





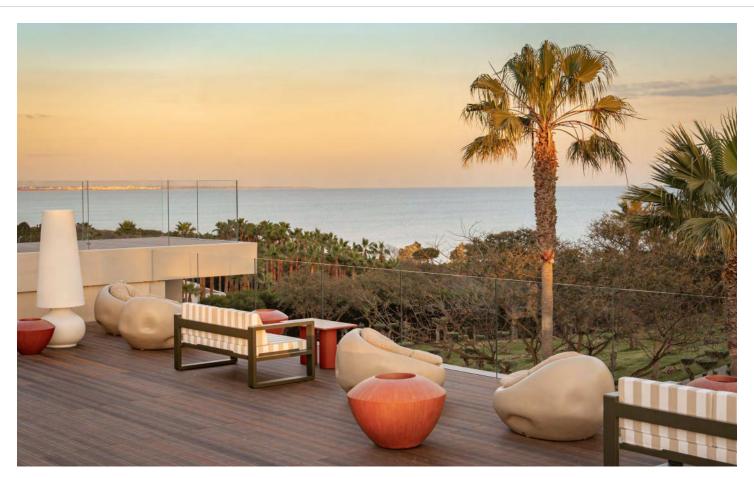
















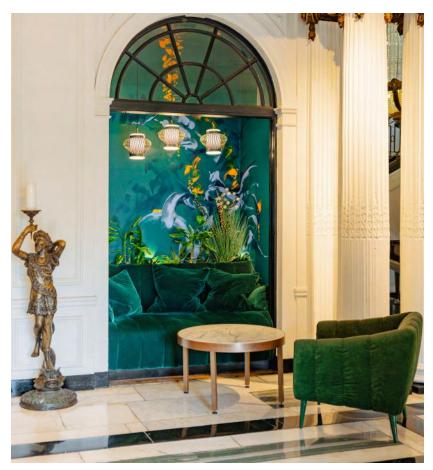
KIMPTON BLYTHSWOOD SQUARE HOTEL & SPA

A landmark hotel in Glasgow, Kimpton Blythswood Square is celebrated for its gorgeous Georgian architecture, superior service, recently renovated rooms, unique event venues, and destination restaurant. With historic pedigree dating back to the early 19th century, this iconic Scottish hotel offers a unique blend of timeless elegance and contemporary sophistication. Don't miss the well-loved Spa at Blythswood Square, featuring treatments inspired by the Scottish Hebrides.



















KIMPTON CLOCKTOWER HOTEL

Feel the historic charm of Manchester at Kimpton Clocktower Hotel, with its grand Victorian facade. A landmark of luxury just steps from the Palace Theatre, the hotel is surrounded by vibrant eateries, cocktail bars, galleries, museums, and music venues. Stunning suites and gracious guest rooms offer the perfect blend of creature comforts — like comfy bathrobes and slippers — and original architecture, layered together to create an authentic Mancunian experience.



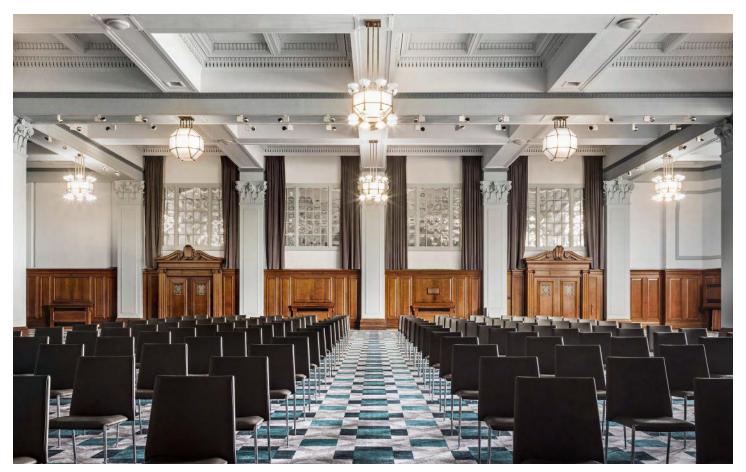
















KIMPTON FITZROY LONDON

Nestled in the heart of central London, the iconic Kimpton Fitzroy London occupies the entire eastern side of Russell Square Gardens, inviting guests to experience the authentic charm of Bloomsbury. The 19th-century architecture, with its palatial grandeur, sets the stage for chic interiors. Outside the hotel, the vibrant local culture of Bloomsbury is just moments away, offering an enchanting retreat where you can explore literary history, lush gardens, and lively cafés.





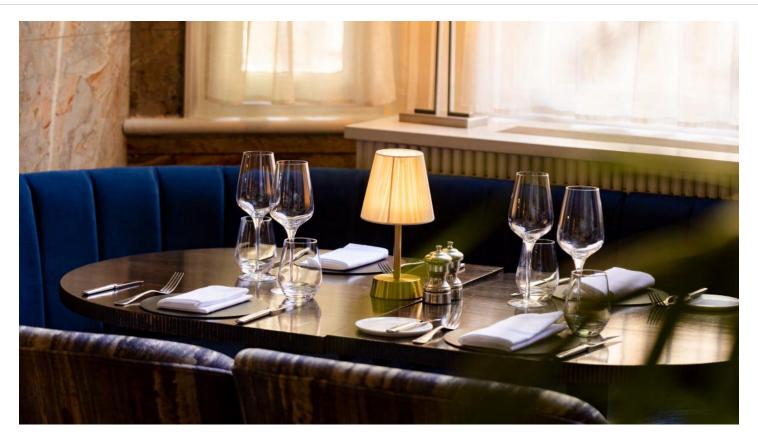














HOTEL INDIGO LIMA MIRAFLORES

Perched atop the breathtaking Costa Verde cliffs, Hotel Indigo Lima Miraflores blends refined luxury with the vibrant essence of one of Lima's most iconic neighborhoods. Highlights include gourmet dining at Nina Restaurant, which celebrates Peru's rich culinary history, and access to the city's largest rooftop pool. Just steps from the hotel, stroll along the Malecón, browse Larcomar's upscale boutiques, immerse yourself in Barranco's artistic charm, and uncover history at Huaca Pucllana.









INDUSTRY INSIGHTS

GLOBAL HOTEL INDUSTRY GROWING; U.S. HOLDING BACK STRONGER GAINS

At mid-year, global hotel demand across the industry was still on the rise (+1%) despite the increase in economic uncertainty brought about by the U.S. administration change. Most of the growth came from Europe and Asia Pacific, which accounted for more than two-thirds of the absolute room demand increase.

Even though demand is up, global occupancy is down 0.3 percentage points (ppts), due to higher growth in supply (1.5%). Average daily rate (ADR) advanced 3.5%, slightly above the global rate of inflation. Revenue per available room, which measures top-line operational efficiency, increased 3.1%. A year ago, the measure was up 4.2%.

AMERICAS

Room demand has grown the least in the Americas due to weakness in the U.S., which accounts for three quarters of demand in the continent. U.S. demand has been trending down since the beginning of the year as economic uncertainty increased. In the first three months of the year, demand was up by nearly three million room nights, but that gain was eroded by decreases in April, June, and July. At present, absolute demand is up 543,000 room nights (+0.1%) from a year ago. To put it in perspective, in the 10 years prior to the pandemic, mid-year room demand was up an average of 19.4 million room nights each year. Occupancy is down 0.4ppts as supply growth is outstripping demand gains. ADR is also weak (1.1%).

The measure has been below the rate of inflation in 20 of the past 25 months, which has implications for new property development and property renovations in the near term.

In the remainder of North America, Mexico's demand was flat, while its ADR was up by more than 16% due to strong gains in resort areas as well as in Mexico City and Monterrey. Canadian demand rose 1.1% with the country's occupancy (65%) higher than in the U.S. and Mexico. Its ADR was also up (3.3%).

Elsewhere in the Americas, demand was up strongly in South America due almost entirely to growth in Brazil. Subcontinent ADR was up 12% due to strong gains in Argentina, Paraguay, Uruguay, and Brazil, all above 10%.

Inflation drove Argentina's growth, while it was less of a factor in the other three countries. Room demand in Central America was flat, with moderate to strong ADR increases spread across its countries.

Caribbean demand advanced with mild ADR increases overall; however, certain countries, including Saint Lucia, Barbados, and U.S. Virgin Islands, posted significant ADR growth (9%+).

EUROPE

All of Europe has seen demand advance in the year, led by hotels in Eastern and Northern Europe. In the East, the growth has come from Bulgaria, Poland, Hungary, and Ukraine. In the North, the U.K., Denmark, and Sweden drove performance. ADR growth has been on the strong side in Eastern Europe, averaging 8.7% across the subcontinent, led by Russia (20.5%) and followed by Ukraine (13.8%). Northern Europe ADR has been rather subdued at 0.4%. In the U.K., the largest hotel market in the subcontinent, ADR has risen by only 0.1% in the year.

Southern Europe has had a good year on rising ADR (7%) with lower demand growth. Spain, which accounts for

more than a third of the rooms in the region, has seen ADR increase 6.1% on moderate demand gains with occupancy at 75%. Italy, the next largest country, was a bit more muted with ADR up 1.4% on 69% occupancy, which is inching upward.

Germany and France make up 70% of rooms in Western Europe and both have seen ADR retreat despite rising demand. The decrease in ADR is due to difficult comparisons to last year, including the Paris Olympics and UEFA Euro 2024 in Germany.

ASIA PACIFIC

Demand was up across most of Asia Pacific except in Southeastern Asia, which was held back by declines in Indonesia and Thailand. Southeastern Asia ADR was up 4.2%, led by strong gains in Indonesia (9.2%) and moderate growth in Thailand (3.7%).

Northeastern Asia, where most rooms (80%) are in China, had moderate demand and ADR increases, even though China demand and ADR decreased. With its 11.5% ADR gain, Japan drove most of the revenue growth for the region. Of the 10 largest hotel countries in the world, based on supply, Japan had the highest occupancy at 76.6%.

Strong growth was also seen in Central and South Asia, mostly from India, the largest hotel country in the region. Australia



and Oceania, led by Australia, had solid demand growth with moderate ADR increases.

MIDDLE EAST & AFRICA

The UAE continued to see strong growth, with ADR up 7.8% along with rising demand. Across the region, demand was on the rise; however, ADR was more muted. Excluding UAE, ADR advanced by 0.9% on weakness in Saudi Arabia and Qatar.

Africa's ADR gains were driven somewhat by high inflation but also rising demand. In Egypt, ADR was up 26.7% on a 12% demand increase. The next three largest hotel

countries, South Africa, Tunisia, and Morocco, saw ADR advance 10% or more.

OUTLOOK

The remainder of the year is expected to be about the same as the first seven months. The U.S. will remain a drag on global performance until its economic uncertainty abates. Outbound U.S. travel, mostly from upper-income individuals unaffected by the current economic environment, will continue to benefit many countries but hurt domestic travel. International travel is expected to grow around the world, but arrivals to the U.S. will remain in negative territory.

GLOBAL SALES KEY EVENTS



CANNES, FRANCE | DEC 1-4 ILTM CANNES

The flagship of the ILTM Collection,
Cannes is the end-of-year show that is a
must-do for everyone in the luxury travel
industry. The industry's most influential
names become the talk of the town
as they create exciting new itineraries.
IHG will be there and looks forward to
seeing you in France.









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