

THE IHG BRAND BRIEF

QUARTERLY REPORT | FEBRUARY 2026

ELEVATING IHG'S
GROWTH & OFFERINGS
WITH MARK SERGOT

SVP, Global Sales
IHG Hotels & Resorts

FEATURED BRAND
VOCO HOTELS

FEATURED DESTINATION
UNITED ARAB EMIRATES

INDUSTRY INSIGHTS
WITH ISAAC COLLAZO

VP, Analytics, STR

TECH-ENHANCED GATHERINGS
**THE FUTURE OF
CONNECTED EVENTS**

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VOCO GRAND CENTRAL GLASGOW, UK



INTERCONTINENTAL LONDON PARK LANE, UK



SIX SENSES FORT BARWARA, INDIA

WE TAKE REQUESTS

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

[Send requests here >](#)



Q&A

with Mark Sergot
SVP, GLOBAL SALES

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

WHAT ARE YOUR TOP THREE MOST EXCITING WINS FROM 2025?

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

WHAT TRADE SHOWS AND CONFERENCES WERE NOTABLE THIS PAST YEAR?

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

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

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

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

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

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

LOOKING AHEAD TO 2026, WHAT ARE YOUR BUSINESS GOALS?

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

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

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

HOW WILL IHG CONTINUE TO SUPPORT MEETING PLANNERS ACROSS THE GLOBE?

To support the growing demand for group travel, we have added more resources to our global sales teams in major markets around the world. IHG's digital booking platforms and bespoke programs, including ihg.com, the IHG mobile app, and meetings.ihg.com, are all designed to market IHG hotels and simplify planning a meeting or booking a group at an IHG hotel.



SIX SENSES FORT BARWARA, INDIA

Off the cuff

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

1 WHERE ARE YOU HEADING NEXT?

London, New York, Los Angeles, and more!

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

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

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

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

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

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

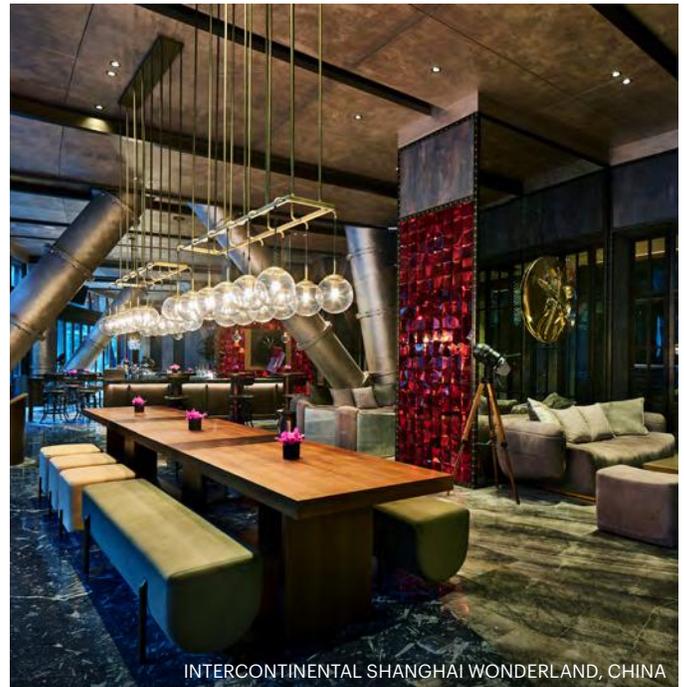
IHG IN THE NEWS

CUSTOMER APPRECIATION WEEK IN CHINA

The theme of “On the Move. Leading the Way Together.” resonated deeply with customers in China during Customer Appreciation Week. Energizing the business travel sector, reinforcing IHG’s role as a leader, and shaping a high-quality, sustainable corporate travel ecosystem were the main highlights of this annual flagship event.

Hotels across Greater China joined in with strong participation, connecting with hundreds of corporate accounts and driving substantial new business throughout the weeklong interactive expo as they continued to celebrate and grow lasting partnerships within the region.

[Read more >](#)



IHG INTRODUCES RUBY TO THE U.S.

IHG is introducing its latest brand, Ruby, to the U.S. market, offering a new and attractive option for cost- and style-conscious travelers in U.S. city centers. With an established European presence, Ruby provides a premium stay experience that brings soulful design and efficient, turnkey development to urban markets. For owners, the brand represents a versatile alternative that is ready-made for urban settings, often challenged by significant barriers to entry and space constraints. It prioritizes the elements and amenities that guests want while eliminating unneeded extras.

[Read more >](#)

ATWELL SUITES DEBUTS IN GREATER CHINA

IHG continues to respond to evolving consumer expectations and industry trends with the opening of the first official Atwell Suites hotel in Shanghai. The brand features open-space layouts enhanced with vibrant color accents, curated artwork, and thoughtfully designed daily essentials. As this year marks the 50th anniversary of IHG's presence in Greater China, the debut of Atwell not only represents IHG's strategic expansion into the premium lifestyle travel space, but it also reflects the continued diversification of its brand portfolio.

[Read more >](#)



IHG HOTELS & RESORTS AND DELTA BUSINESS TRAVELER PARTNER TO EXPAND BUSINESS TRAVEL BENEFITS

IHG is expanding its support for U.S. small- and medium-sized enterprises (SMEs) through a new partnership between IHG and Delta Business Traveler. This collaboration connects IHG Business Edge with the newly launched Delta Business Traveler (DBT) platform, reaching millions of eligible, highly engaged SkyMiles members. As part of the partnership, eligible DBT members who join IHG Business Edge over the next 12 months will receive a fast-track to IHG One Rewards Platinum Elite status.

[Read more >](#)



CELEBRATING THE FIRST ANNIVERSARY OF A HUNGER-ENDING PARTNERSHIP

Action Against Hunger and IHG are celebrating the first anniversary of a global partnership already helping to deliver life-saving results in the fight against global malnutrition. Launched in August 2024, the collaboration has raised funding to provide screenings for over 4.5 million people across more than 55 countries, including Ethiopia, Haiti, Kenya, Somalia, South Sudan, Tanzania, and Uganda. With more than 6,600 hotels worldwide, IHG's global reach helps to raise awareness and support for Action Against Hunger's work.

[Read more >](#)

IHG SIGNS CROWNE PLAZA NEAR DISNEYLAND PARIS

Crowne Plaza Paris – Marne-la-Vallée, in partnership with Danish real estate company Proark, has been announced and is expected to be fully converted in the second half of 2026. Located just 10 minutes from Disneyland Paris, one of Europe's top attractions, the Magny-le-Hongre hotel will strengthen IHG's leisure portfolio and offer guests greater access to a destination known for its picturesque landscape and local heritage.

[Read more >](#)

ELEVATE THEIR SUCCESS

INCENTIVE TRIPS THAT WORK AS HARD AS THEY DO

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





INTERCONTINENTAL FIJI
GOLF RESORT & SPA, FIJI



REGENT BALI CANGGU, INDONESIA



SIX SENSES DOURO VALLEY, PORTUGAL



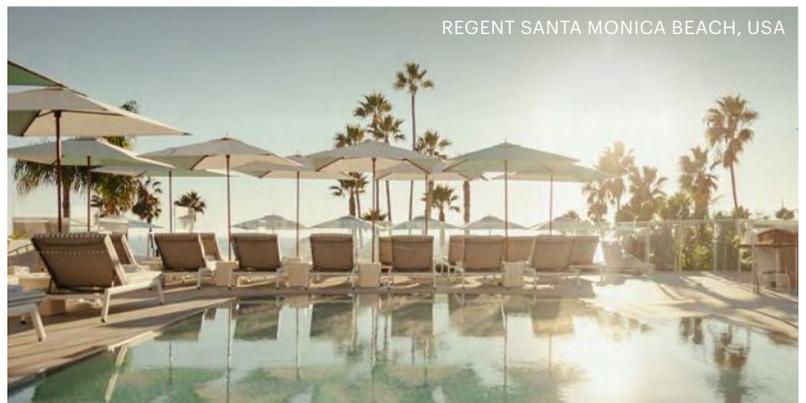
IBEROSTAR WAVES ROSE HALL BEACH, JAMAICA



SIX SENSES YAO NOI, THAILAND



VIGNETTE COLLECTION ALDHAFRA RESORT, UAE



REGENT SANTA MONICA BEACH, USA

VOCO®

AN IHG® HOTEL

Melbourne Central



18 Timothy Lane



Charming. Unstuffy. voco hotels.

Unique character and style

COME ON IN

With hosted service, extra touches, and locally inspired treats, you'll feel right at home in our unique hotels that capture the charm of their destination. We specialize in memorable first impressions and personalized experiences to make each stay quintessentially voco.

ME TIME

Take a break from the day-to-day with thoughtful design that makes relaxing easy and enjoyable. Our extra-cozy bedding, tempting room service, premium bathroom amenities, smart TVs, and fast Wi-Fi help you make time for yourself.

VOCO LIFE

From AM to PM, we make it simple to savor the small indulgences in moments tailor-made for you, from sipping your morning coffee to kicking off a great evening with friends. You'll love the voco life.

117

OPEN HOTELS

24,156

OPEN ROOMS

108

PIPELINE HOTELS

21,306

PIPELINE ROOMS

VOCO[®]
— BY IHG —

DESTINATION SPOTLIGHT

United Arab Emirates



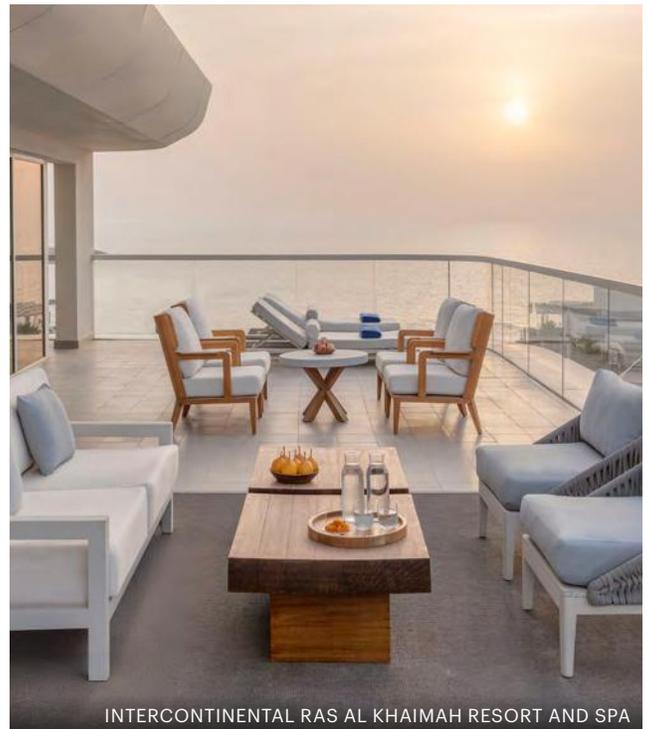


Find yourself in a place where dazzling desert vistas meet dizzyingly tall cityscapes — where tradition and progress merge. A journey to the United Arab Emirates is filled with contrasts, along with a wealth of opportunities to find the ideal IHG property to fit your travel needs, thanks to [42 hotels](#) across the region.

Dubai is the most populous city in the UAE, known for its ultramodern architecture, luxury shopping, and lively nightlife. Stay in the middle of it all at [voco Dubai The Palm](#), [Crowne Plaza Dubai Marina](#), or [Holiday Inn & Suites Dubai Festival City](#) for a true city immersion. These locations are perfectly situated for vibrant meetings and access to the city's business center.

If you're pining for some time on the crystal waters of the Persian Gulf, consider [Vignette Collection Th8 Palm Dubai Beach Resort](#), which is close to the city but feels a world away from it. Additionally, [InterContinental Ras Al Khaimah Resort and Spa](#) and [InterContinental Fujairah Resort](#) are incredibly popular for groups, meetings, and events, just 45 minutes from Dubai. The former is a tropical oasis with swaying palms and sandy beaches, while the latter boasts beach and rustic mountain views.

Further afield from Dubai, the luxurious [Vignette Collection Aldhafra Resort](#) in Abu Dhabi takes you to the edge of the desert to experience a seamless blend of modern comfort and cultural warmth, with rooms that offer stunning desert views and a touch of local craftsmanship. No matter where you choose to meet or celebrate, the UAE has something for every taste.



NEW HOTELS AND RESORTS

UNITED STATES OF AMERICA

[voco Hotel Napoleon Memphis](#)
[Holiday Inn Express & Suites Bridgeport](#)
[Holiday Inn Express & Suites – Murfreesboro West](#)
[Holiday Inn Express & Suites – New Albany](#)
[Garner Hotel Butte Southeast](#)
[avid hotel California – Lexington Park](#)
[avid hotel Fort Stockton](#)
[Staybridge Suites Concord](#)
[Staybridge Suites Detroit – Woodhaven](#)
[Staybridge Suites Memphis East – Cordova](#)
[Staybridge Suites Miramar Beach – Sandestin Area](#)

[Staybridge Suites Indianapolis South – Greenwood](#)

[Candlewood Suites Bellefonte](#)
[Candlewood Suites Wichita Airport](#)

MEXICO

[Crowne Plaza Merida](#)
[Holiday Inn Express Ciudad de Mexico Condesa](#)



CROWNE PLAZA MERIDA, MEXICO



HOLIDAY INN EXPRESS CIUDAD DE MEXICO CONDESA, MEXICO



STAYBRIDGE SUITES MIRAMAR BEACH - SANDESTIN AREA, USA



AVID HOTEL CALIFORNIA - LEXINGTON PARK, USA

NEW HOTELS AND RESORTS

ASIA

[InterContinental Sapporo](#)

[Crowne Plaza Dushanbe](#)

[ANA Holiday Inn Resort Karuizawa](#)

[Holiday Inn Amritsar Ranjit Avenue](#)

[Holiday Inn & Suites Odori Park](#)

MIDDLE EAST

[Crowne Plaza Alexandria Mirage](#)

EUROPE

[Hotel Indigo Krakow – Wawel Castle](#)

[voco Letchworth Hall](#)

[voco Nola – Naples Vulcano Buono](#)

[Holiday Inn Istanbul Beylikduzu](#)

[Holiday Inn Newcastle South](#)

[Garner Hotel Birmingham South East](#)

[Garner Hotel Stuttgart City Centre](#)

[Candlewood Suites Reykjavik](#)





NEW HOTELS AND RESORTS

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

[Kimpton Tsim Sha Tsui Hong Kong](#)

[Hotel Indigo Chengdu Financial City](#)

[Hotel Indigo Harbin Central Avenue](#)

[Hotel Indigo Shanghai Harbour City](#)

[Hotel Indigo Wuxi Qingming Bridge](#)

[voco Chengdu Chunxi Road](#)

[voco Chengdu Jiuyanqiao](#)

[voco Zhoushan Putuo](#)

[HUALUXE Chongqing Wushan](#)

[Crowne Plaza Beijing Tongzhou](#)

[Crowne Plaza Guangzhou Window of Canton](#)

[Crowne Plaza Xiangyang Fuchun Lakeside](#)

[Crowne Plaza Weihai Binhai](#)

[EVEN Hotel Hangzhou West Lake](#)

[Holiday Inn Express Aksu](#)

[Holiday Inn Express Guiyang Downtown](#)

[Holiday Inn Express Haikou Int'l Duty Free City](#)

[Holiday Inn Express Quanzhou Licheng](#)

[Holiday Inn Express Rizhao Oriental Colorful City](#)

[Holiday Inn Express Shanghai on The Bund](#)

[Holiday Inn Express Taizhou Jiaojiang](#)

[Holiday Inn Express Wuxi Taihu](#)

[Holiday Inn Express Xi'an Caotang
Technology Park](#)

[Holiday Inn Express Zhuhai Grand Theater](#)

[Holiday Inn Beihai Silver Beach](#)

[Holiday Inn Fuzhou Exhibition Center](#)

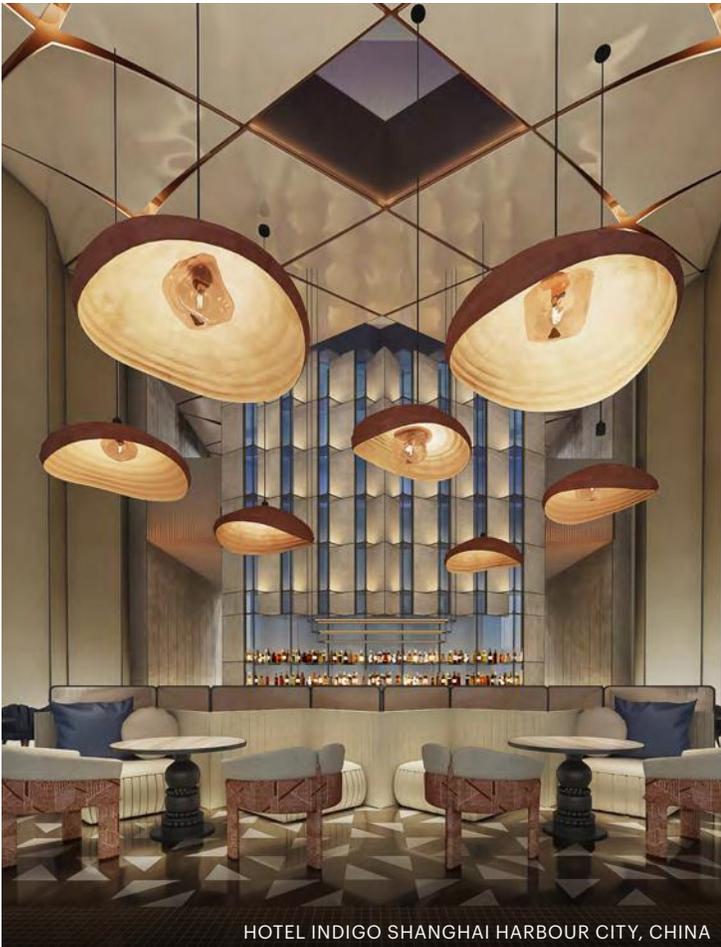
[Holiday Inn Hangzhou West Lake](#)

[Holiday Inn Xingtai Quancheng](#)

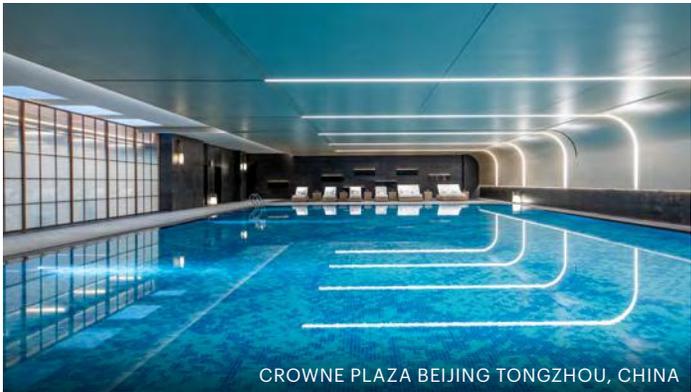
[Atwell Suites Shanghai Wuning](#)



CROWNE PLAZA XIANGYANG FUCHUN LAKESIDE, CHINA



HOTEL INDIGO SHANGHAI HARBOUR CITY, CHINA



CROWNE PLAZA BEIJING TONGZHOU, CHINA



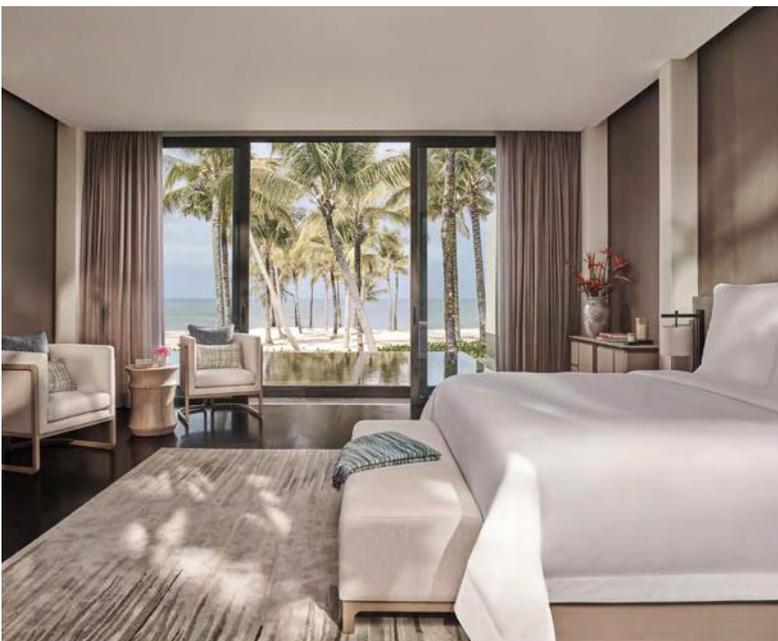
KIMPTON TSIM SHA TSUI HONG KONG, CHINA



FEATURED HOTEL

REGENT PHU QUOC

Once-in-a-lifetime events deserve breathtaking backdrops and thoughtful service. That's just what you'll get at Regent Phu Quoc, where you can revel in the sublime comfort of luxury suites and villas featuring private pools. This Vietnamese enclave holds a kind of captivating magic, where untouched tropical landscapes are interwoven with the rustic charm of an idyllic island life. Indulge in an interactive dining experience, a spa treatment that combines beauty and well-being, or an afternoon of soaking up the sun and Gulf of Thailand views.



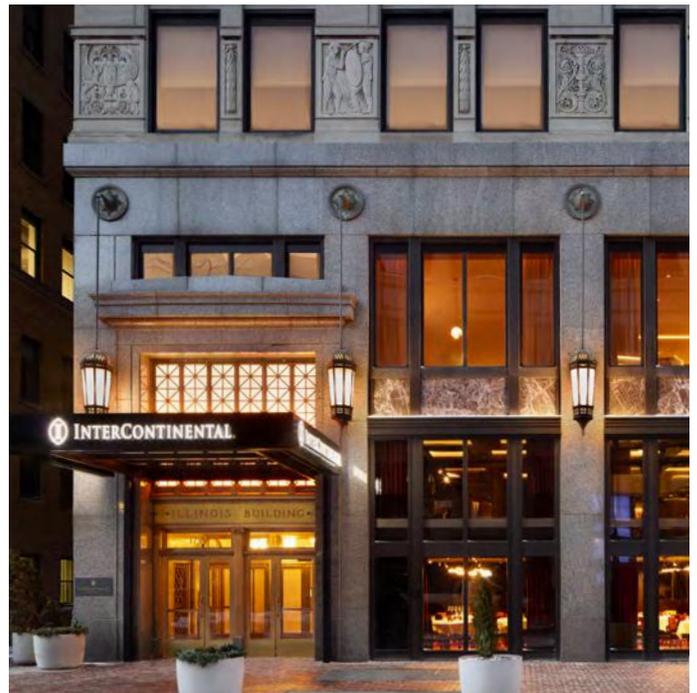




FEATURED HOTEL

INTERCONTINENTAL INDIANAPOLIS

With its enchanting 1920s period details and intimate event spaces, InterContinental Indianapolis is the city's premier spot for special events and meetings. The downtown hotel is conveniently located near Indiana's State House and the Convention Center and offers refined luxury, timeless style, and famed Hoosier hospitality. Savor culinary delights with afternoon tea at Serliana, enjoy prime fare inside the swanky Hyde Park Steakhouse, and have a nightcap at Astrea Rooftop Bar.





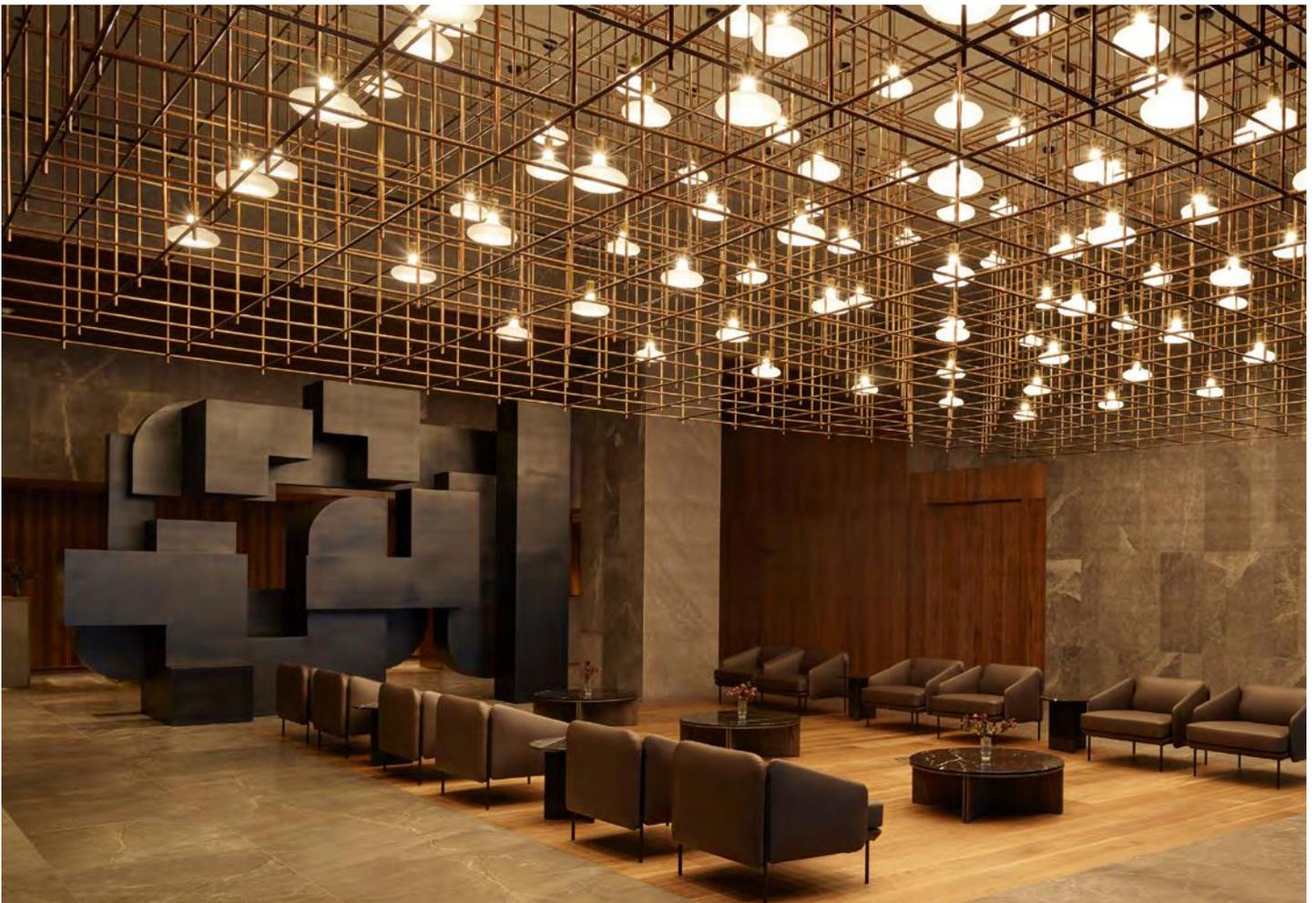


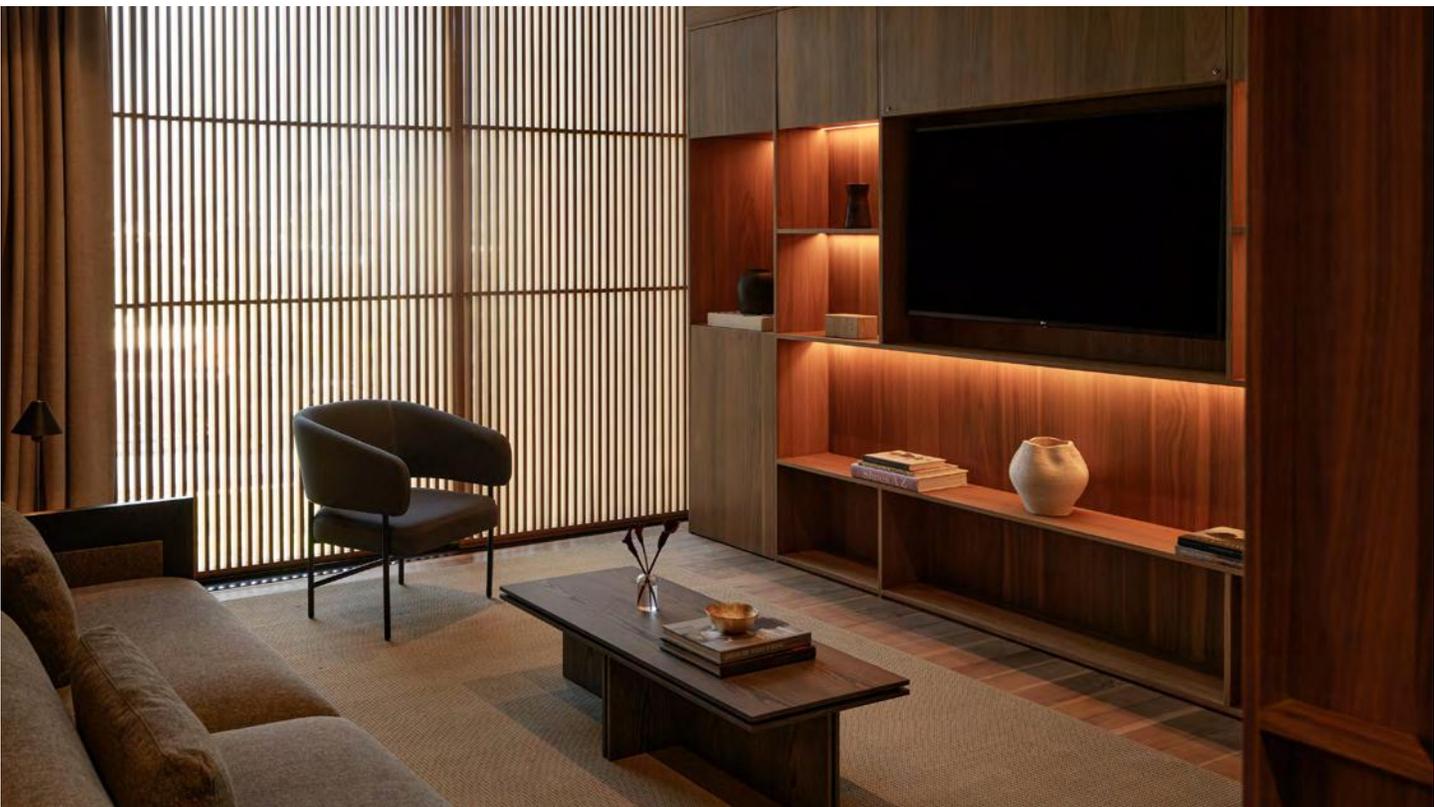
FEATURED HOTEL

INTERCONTINENTAL PRESIDENTE MONTERREY

Designed in a contemporary style and located in the heart of San Pedro Garza García, Monterrey's most exclusive area, the InterContinental Presidente Monterrey blends elegance and comfort to make travel an exceptional experience. Luxurious rooms, divine dining, and access to some of the best shopping in Mexico make this urban oasis a top choice for discerning travelers. Versatile spaces are perfect for meetings from 10 to 600 people, offering a prime location, cutting-edge technology, and personalized service.



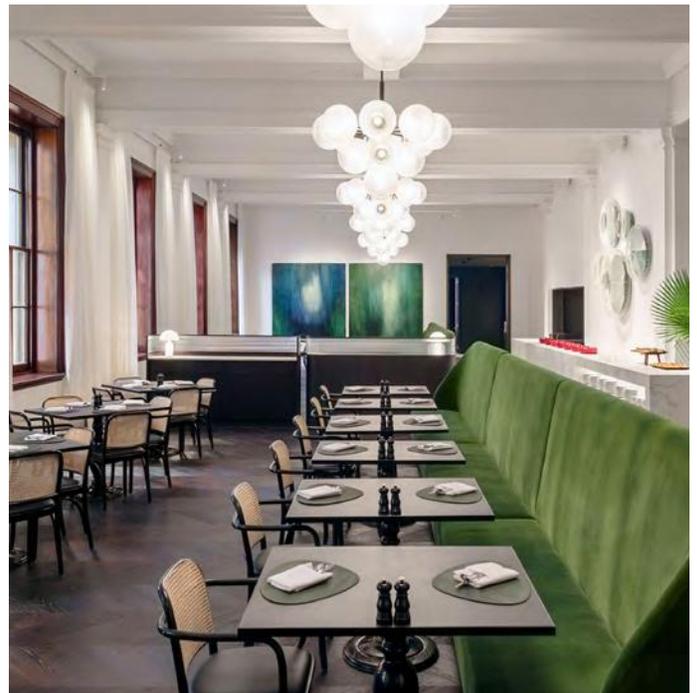




FEATURED HOTEL

INTERCONTINENTAL SYDNEY

InterContinental Sydney has been an icon for more than 35 years. Set within the restored Treasury Building of 1851, the luxury hotel's exquisite guest rooms boast views of Sydney Harbour Bridge, Sydney Opera House, the Royal Botanic Gardens, and the city skyline. With dedicated on-site event specialists, more than 500 accommodation rooms and suites, and 14 flexible meeting and event spaces, InterContinental Sydney is the perfect destination for your next gathering.











FEATURED HOTEL

KIMPTON ATLÂNTICO ALGARVE

Nestled by one of the Algarve's most beloved beaches, Kimpton Atlântico Algarve introduces a soulful take on luxury living, just moments from the vibrant town of Albufeira. With a deep connection to its surroundings, the hotel invites you to experience Portugal's cultural richness through local flavors, wellness rituals, and curated experiences. It's an ideal setting for celebrations, gatherings, or weddings, with spaces that offer natural beauty and dedicated service to elevate every moment.







FEATURED HOTEL

KIMPTON TSIM SHA TSUI HONG KONG

Kimpton Tsim Sha Tsui Hong Kong puts you steps from Victoria Harbour, the Star Ferry, and the lively Avenue of Stars. Relax in stylish rooms with stunning harbor views, and enjoy the 24-hour fitness center, five unique restaurants, luxury spa, and outdoor heated rooftop pool on the 50th floor, flanked by cocktail bar Swim Club. For events, the hotel offers the entire 16th floor with two unique venues, The Ballroom and The Gallery, catering to a variety of meetings and social occasions.











FEATURED HOTEL

VOCO DUBAI THE PALM

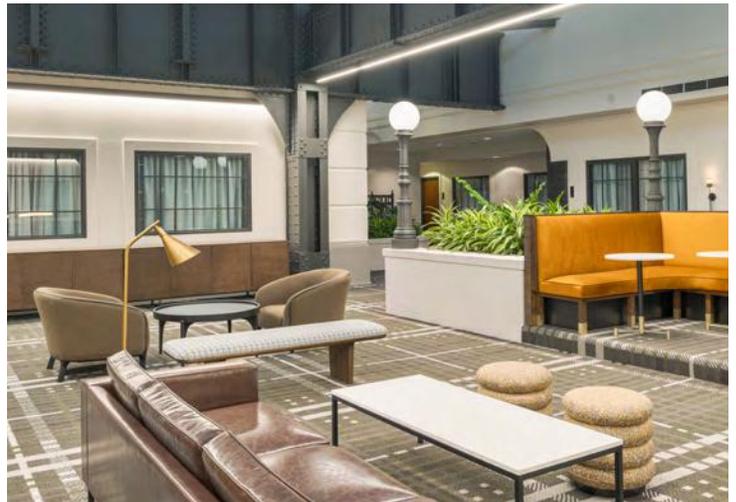
Ideally located on the iconic Palm Jumeirah, voco Dubai The Palm offers contemporary-style hotel living with direct beach access, overlooking the Arabian Gulf. Host meetings in person or with teams across the globe in the interactive high-tech meeting room — it comes with premium coffee breaks that'll keep you going through the day. The hotel is an ideal base for a business trip, in easy reach of Dubai Media City and major city routes, while also providing the opportunity for downtime and the beach life.



FEATURED HOTEL

CROWNE PLAZA INDIANAPOLIS DOWNTOWN UNION STATION

Listed on the National Register of Historic Places, the newly redesigned Crowne Plaza Indianapolis Downtown Union Station combines classic historic charm with modern amenities. The hotel features 273 guest rooms, including 26 that are inside early-1900s Pullman train cars; two restaurants in the hotel lobby; and 55,000 square feet of meeting space. It's in a great location, connected to the Indiana Convention Center through an enclosed skybridge and within walking distance of Lucas Oil Stadium and Gainbridge Fieldhouse.







THE STUDIO
CONNECT. COLLABORATE.

FEATURED HOTEL

CROWNE PLAZA SEATTLE – DOWNTOWN

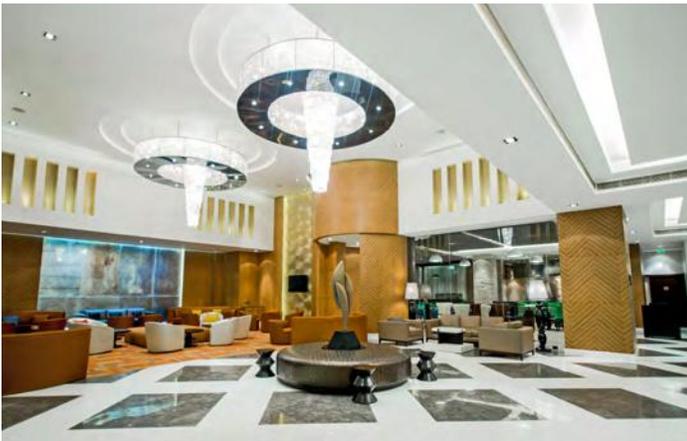
A prime spot in the heart of the city makes Crowne Plaza Seattle – Downtown an ideal haven for travelers of all kinds. It's near popular attractions, including Pike Place Market and the Columbia Center Sky View Observatory, as well as the corporate headquarters of Amazon and Microsoft. If you want to meet on-site, there are 12 meeting rooms encompassing 10,000 square feet. Enjoy rooms with skyline views and savor delicious small plates, entrees, artisan burgers, and cocktails at Elevation Restaurant and Lounge.



FEATURED HOTEL

HOLIDAY INN AMRITSAR RANJIT AVENUE

Sparkling chandeliers offer a glittering welcome to the stylish Holiday Inn Amritsar Ranjit Avenue. Rest in the city's biggest guest rooms, and unwind with a swim in the stunning outdoor pool. Multiple dining venues cover a wide range of flavors, from local Punjabi favorites to Italian classics. The hotel's meeting and event facilities include venues that can accommodate from 12 to 450 guests, with functional technology to facilitate all your conference and meeting requirements.







FEATURED HOTEL

HOLIDAY INN EL PASO WEST – SUNLAND PARK

With mountain views and resort-style guest rooms that provide a luxurious and comfortable stay, Holiday Inn El Paso West – Sunland Park is ideally located a block from The Shoppes at Solana and the Westside Shopping District. It's also a great place to meet, whether you're conducting corporate interviews in the Executive Boardroom or hosting a big event in the Rio Grande Ballroom. Each meeting room comes with high-speed internet access, audiovisual equipment, and customizable seating arrangements.



TEXAS, USA

INTERCONTINENTAL SAN ANTONIO RIVERWALK



390 Guest rooms
18,000 ft² Meeting &
Event space
11 Meeting rooms

TEXAS, USA

KIMPTON SANTO SAN ANTONIO – RIVERWALK



347 Guest rooms
13,000 ft² Meeting &
Event space
8 Meeting rooms

CALIFORNIA, USA

INTERCONTINENTAL LOS ANGELES DOWNTOWN



889 Guest rooms
68,000 ft² Meeting &
Event space
35 Meeting rooms

VENUES AROUND

REGENT HONG KONG



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

HONG KONG, CHINA

KIMPTON HOTEL FONTENOT



235 Guest rooms
15,000 ft² Meeting &
Event space
8 Meeting rooms

LOUISIANA, USA

CROWNE PLAZA AMSTERDAM – SOUTH



207 Guest rooms
4,306 ft² Meeting &
Event space
6 Meeting rooms

AMSTERDAM, NETHERLANDS

UNITED ARAB EMIRATES

INTERCONTINENTAL RAS AL KHAIMAH RESORT AND SPA



351 Guest rooms
10,000 ft² Meeting &
Event space
10 Meeting rooms

CAYMAN ISLANDS

HOTEL INDIGO GRAND CAYMAN



282 Guest rooms
7,500 ft² Meeting &
Event space
10 Meeting rooms

LONDON, UK

CROWNE PLAZA LONDON DOCKLANDS



210 Guest rooms
7,535 ft² Meeting &
Event space
8 Meeting rooms

THE WORLD

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

VOCO THOUSAND ISLAND LAKE



253 Guest rooms
39,148 ft² Meeting &
Event space
15 Meeting rooms

HANGZHOU, CHINA

HOLIDAY INN DOHA – THE BUSINESS PARK



307 Guest rooms
15,578 ft² Meeting &
Event space
7 Meeting rooms

DOHA, QATAR

KIMPTON MAIN FRANKFURT



155 Guest rooms
3,229 ft² Meeting &
Event space
3 Meeting rooms

FRANKFURT, GERMANY

VENUE SPOTLIGHT

GROUPS & MEETINGS ACROSS THE UK

Cities across the UK offer a wide range of IHG hotels ideal for meetings and events of any size. Blending professional service with comfort, destinations like London deliver historic settings with modern event spaces, while Manchester offers accessible, well-appointed hotels, soon including the new InterContinental Manchester – Deansgate in the iconic Beetham Tower.



KIMPTON FITZROY LONDON

334 Guest rooms

8,902 ft² Meeting & Event space

9 Meeting rooms

Nestled in the heart of central London and occupying the entire eastern side of Russell Square is a hotel where modern meetings meet old-world charm and service. This urban boutique retreat includes a heritage-listed ballroom — featuring natural daylight and original architecture — that will set the stage for meetings where productivity flourishes.

KIMPTON CLOCKTOWER HOTEL

270 Guest rooms

26,910 ft² Meeting & Event space

18 Meeting rooms

Impactful meetings start in Manchester with versatile floor plans crafted to suit events of any scale or type. Located just steps from the Palace Theatre, the historic hotel — which features a grand Victorian facade — is surrounded by vibrant eateries, quirky cocktail bars, galleries, museums, and music venues to enjoy after the day is done.



INTERCONTINENTAL LONDON PARK LANE

449 Guest rooms

13,250 ft² Meeting & Event space

15 Meeting rooms

Elevated events and meetings deserve an exceptional London venue. Rooms and spaces with inspiring views of iconic landmarks or tranquil Hyde Park create an unforgettable setting, while the famous address, One Park Lane, confers a bit of prestige on your gathering.



INDUSTRY INSIGHTS

SUMMER BLUES GIVE WAY TO FALL COLORS

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

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

U.S. PERFORMANCE

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

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

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

REST OF THE AMERICAS (EXCLUDING U.S.)

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

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

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

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

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

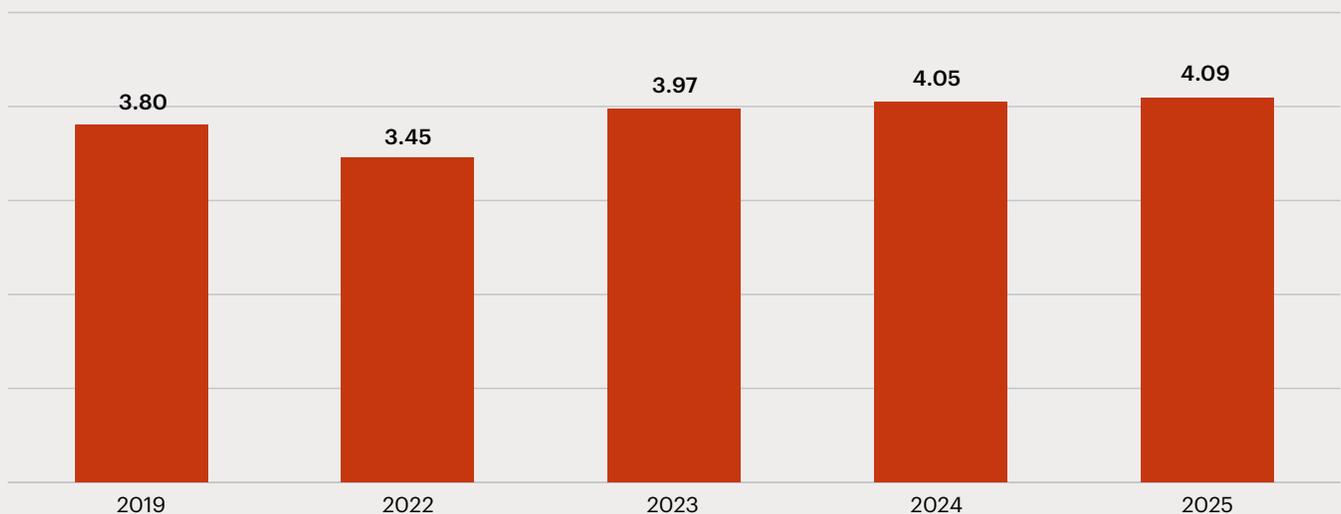
Caribbean: YTD RevPAR was nearly flat (+0.6%). Declines were seen in Turks and Caicos (-10.2%), Jamaica (-5.4%), and the Bahamas (-2.1%). The Dominican Republic, the largest market in the subcontinent, posted a modest gain (+0.7%) as occupancy retreated and ADR rose 3.5%. ADR in the entire region was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

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



GLOBAL ROOM DEMAND GROWING BUT SLOWING

Global room demand, in billions, September YTD



Source: STR. © 2025 CoStar Group

INDUSTRY INSIGHTS

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

EUROPE

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

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

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

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

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

ASIA-PACIFIC

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

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

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

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

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

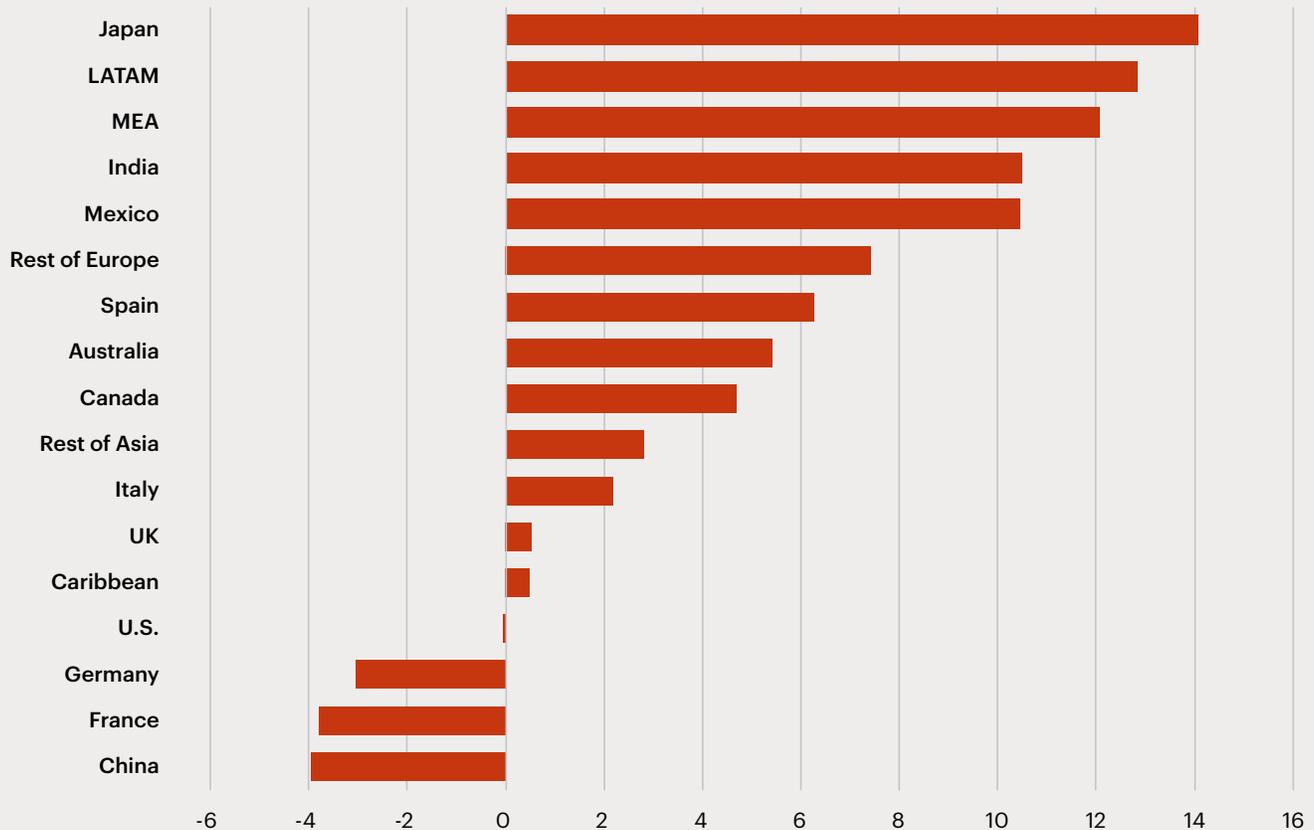
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Despite increased economic uncertainty brought about by changes in U.S. policies, global room demand continued to advance with September's increase, the largest since Q1.

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MOST OF THE WORLD SEEING STRONG REVPAR GROWTH

RevPAR change, September YTD



Source: STR. © 2025 CoStar Group

MIDDLE EAST & AFRICA

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

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

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

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

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

OUTLOOK

Despite increased economic uncertainty brought about

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

CULTURAL INSIGHTS

TECH-ENHANCED GATHERINGS: SHAPING THE FUTURE OF CONNECTED EVENTS

Human connection has never mattered more — and the meetings and events industry is leaning on smart technology to strengthen it. Today, the most impactful gatherings balance authentic interaction with tools that streamline logistics, spark engagement, and provide lasting value for both planners and participants.

From mobile apps and flexible meeting spaces to seamless hospitality, AI-driven personalization, and real-time analytics, innovation is redefining how events are designed, delivered, and remembered. Here's a closer look at how hotels and meeting planners are embracing technology to create more connected, future-ready experiences.

MOBILE CONFERENCE APPS: THE NEW COMMAND CENTER

Once considered a convenience, mobile event apps are now essential to successful meeting execution. According to a recent study, more than 60% of meetings leverage mobile apps as a standard tool.

These platforms function as digital concierges, offering everything from session schedules and venue maps to real-time updates and networking opportunities. Attendees can see who is

registered before arrival, connect in advance, and make the most of their time on-site.

The benefits extend to sponsors as well, with high-visibility options such as banner ads, push notifications, and branded content. Engagement features like gamification, wellness challenges, and live polling further elevate interaction, creating a more dynamic and connected experience for all.

FLEXIBLE, TECH-ENABLED MEETING SPACES

Today's most effective spaces adapt effortlessly, shifting from intimate executive huddles to large-scale hybrid conferences.

Hotels and conference centers are investing in modular layouts, movable walls, adjustable lighting, and flexible furniture. These elements let planners tailor environments to specific goals, whether that means sparking collaboration, showcasing

a keynote, or supporting hybrid participation.

Equally critical is the digital backbone. High-speed connectivity, integrated AV, wireless microphones, and streaming support have become standard expectations. Leading venues use this infrastructure to bridge the digital and physical, creating confidence for planners and a seamless experience for participants.

SMART HOSPITALITY BEFORE CHECK-IN

The digital-first mindset doesn't end when the meeting adjourns. Attendees now expect intuitive, tech-enabled service throughout their stay. Brands like IHG Hotels & Resorts are meeting that demand through initiatives like Guest How You Guest, blending personalization with convenience.

With AI-powered messaging, travelers can connect directly with hotel teams to request amenities or receive local recommendations. Digital check-in and check-out, mobile room controls, and personalized in-room technology make it easy to settle in quickly and comfortably. Guests can also manage their stay from their rooms — tailoring their environment with personalized settings.

For those who prefer a human touch, traditional service remains central. The right mix of smart technology and thoughtful hospitality ensures attendees can focus on the purpose of their visit, not the logistics of their stay.

AI ASSISTANCE PERSONALIZES EVERY EXPERIENCE

Artificial intelligence is reshaping how attendees plan, book, and experience events. From curating travel itineraries to recommending local attractions, AI delivers personalized value at every step.

IHG Hotels & Resorts has integrated a generative AI-powered Travel Planner into its IHG One Rewards app, developed with Google Cloud. The assistant responds to natural language requests and helps travelers discover local events, dining options, and entertainment tailored to their location and preferences.

By providing real-time recommendations, it becomes easier to build a memorable experience around a meeting or conference stay. It's not just about where attendees sleep — it's about how they connect with the destination, the event, and the overall journey.

STRATEGY AND DATA DRIVE MODERN PLANNING

One of the greatest advantages of tech-enabled events is access to actionable data.

Tracking everything from session attendance to engagement to sentiment analysis, today's platforms give planners real-time visibility into what's resonating — and what's not.

In a world of shrinking budgets and rising expectations, that kind of intelligence is essential. Data empowers organizers to adjust in the moment, demonstrate ROI, and make smarter decisions throughout the planning cycle. Venues that combine integrated technology, hybrid-ready infrastructure, and robust analytics are becoming indispensable partners.

THE ENDURING POWER OF FACE-TO-FACE

As digital tools advance, the power of human connection remains unmatched. In fact, a recent industry survey found that 80% of respondents still view face-to-face meetings as the most trustworthy and impactful way to share information.

Attendees come to events for networking, shared experiences, and meaningful connections. The best technologies support these goals — creating opportunities for connection, not distraction.

IHG's [Pivotal Meetings](#) platform embodies this approach, offering modern venues, curated food and beverage

options, and efficient response times to simplify planning and elevate execution.

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As digital tools advance, the power of human connection remains unmatched.
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With 20 brands and more than 6,600 hotels worldwide, IHG Hotels & Resorts delivers the space, service, and innovation to bring any gathering to life — whether a leadership retreat, product launch, or global conference.

BRINGING IT ALL TOGETHER

From mobile apps and flexible spaces to personalized hospitality, AI assistance, and data-driven insights, technology is transforming meetings and events in powerful ways. But the goal remains the same: creating meaningful human connections. By pairing smart tools with thoughtful service, planners and venues can deliver experiences that are seamless, engaging, and memorable.

Visit ihg.com/meetingsandevents to learn more about our offerings.

GLOBAL SALES KEY EVENTS



JOHANNESBURG | FEB 23–25
MEETINGS AFRICA

Meetings Africa 2026 will mark the 20th year of this flagship trade show. Owned by South African Tourism, this annual event is the definitive market access platform for African business events products, playing a vital role in driving economic impact and showcasing the continent's innovation, diversity, and spirit of collaboration.



INTERCONTINENTAL JOHANNESBURG
O.R. TAMBO AIRPORT, SOUTH AFRICA



HOLIDAY INN JOHANNESBURG – ROSEBANK, SOUTH AFRICA



INTERCONTINENTAL BOSTON, USA



HOTEL INDIGO BOSTON GARDEN, USA

Pharma Forum

BOSTON | MARCH 22–25
PHARMA FORUM

Come see how IHG's dedication to strategic and operational meeting & event management for life sciences can elevate your next event. Our team can help you plan and execute meetings and events across our 6,600+ global destinations.



Toronto
April 27-29

TORONTO | APRIL 27-29

GBTA CANADA

Get competitive solutions from IHG's corporate travel team at this premier event dedicated to the Canadian business travel industry.



CROWNE PLAZA TORONTO AIRPORT, CANADA



INTERCONTINENTAL TORONTO CENTRE, CANADA



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IHG HOTELS & RESORTS



SIX SENSES



REGENT

INTERCONTINENTAL

NIGNETTE
COLLECTION

KIMPTON

HOTEL
INDIGO

VOCO

Ruby

華邑酒店
HUALUXE

CROWNE
PLAZA



IBEROSTAR
BEACHFRONT RESORTS

EVEN



Holiday Inn

Garner

avid

ATWELL
SUITES

STAYBRIDGE
SUITES



CANDLEWOOD
SUITES

IHG ONE REWARDS