

THE IHG BRAND BRIEF

QUARTERLY REPORT | AUGUST 2026

GROWTH IN GERMANY WITH BETTY WILSON

VP, Global Accounts
IHG Hotels & Resorts

BRAND SPOTLIGHT RUBY HOTELS

FEATURED DESTINATION GERMANY

INDUSTRY INSIGHTS WITH ISAAC COLLAZO

VP, Analytics, STR

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IBEROSTAR SELECTION RIVIERA CANCUN, MEXICO

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Q&A

with Betty Wilson
VP, GLOBAL ACCOUNTS

IHG Brand Brief caught up with Betty Wilson to talk about the German market and how IHG is delivering where business travelers need to be.

TELL US ABOUT THE EXPLOSIVE GROWTH HAPPENING IN GERMANY — WHY DO YOU THINK IT'S SUCH A RIPE MARKET FOR EXPANSION FOR IHG?

Germany is a high-value and high-growth market for IHG. It is our second-largest estate in Europe and is one of Europe's largest hotel markets, with strong inbound travel (37 million tourist arrivals in 2025) and strong domestic travel. It's also one of the largest sources of international outbound travel globally. Capturing a greater share of the market is essential to our growth.

WHAT BRANDS ARE RESONATING MOST WITH BOTH GERMAN AND INTERNATIONAL TRAVELERS IN THAT REGION?

We like to say there is a brand for every stay, and that's the case in Germany, where most of our 21 brands are

represented today or in our pipeline. Whether it's at the Kimpton Main Frankfurt, Hotel Indigo Dresden – Wettiner Platz, Crowne Plaza Hamburg – City Alster, Ruby Ella Hotel Cologne, InterContinental Berlin, or Holiday Inn – the niu, Timber Esslingen, we offer experiences for business travelers, convention attendees, and leisure guests.

ARE THERE ANY GERMAN CITIES THAT ARE PARTICULARLY POISED FOR FUTURE GROWTH?

There is opportunity across Germany, from major cities such as Hamburg, Berlin, Frankfurt, Munich, and Düsseldorf to secondary and tertiary locations such as Aachen and Kassel. For our newer brands, the breadth of the market creates scope to build awareness and establish a presence in a wide range of destinations. At the same time,

our more established brands can continue to expand their existing footprint, particularly in secondary locations where strong domestic demand and business travel create further growth potential.

WHAT NEW HOTELS ARE OPENING SOON?

We're picking up our pace of growth with newer brands like Garner, which is opening in Frankfurt, Eisenhof, and Stuttgart, as well as with our powerhouse Holiday Inn Express, which is opening in the Düsseldorf area with Holiday Inn Ratingen – City and in picturesque southern Germany with Holiday Inn Express & Suites Ellwangen. We also constantly innovate our approach to growth in the market and look at partnerships to help us grow thoughtfully. For example, in Q2 2026, we signed long-term franchise

agreements with 11 hotels under the Penta Hotels brand, including six hotels in Germany across key destinations such as Leipzig, Bremen, and Wiesbaden; four hotels in Belgium, including at Brussels Airport; and a hotel in France. This agreement means further expansion for our Holiday Inn, voco, and Garner brands in Germany and neighboring countries.

WHAT CAN WE EXPECT OVER THE NEXT 12 MONTHS?

Our growth ambition focuses on building up our presence as a leading player and leveraging the power of our brands, especially with conversion properties that can rapidly plug into our leading commercial engine. Germany is our second-largest market in Europe, and today we have over 250 open and pipeline properties, with more to come in major cities such as Frankfurt, Leipzig, and Bremen, along with significant expansion in secondary and tertiary locations, particularly those critical for business travelers.

HOW IS IHG INNOVATING IN GERMANY TO INCREASE OUR GROWING PRESENCE IN THE REGION?

Earlier this year, we announced a partnership with PAYBACK, Germany's leading consumer loyalty program with more than 35 million customers. The collaboration introduces a new way for German guests to earn rewards when staying at any of IHG's 7,000+ hotels worldwide. IHG One Rewards members in Germany can choose to earn either IHG One Rewards points or PAYBACK points on eligible stays, bringing greater flexibility and access to PAYBACK's extensive redemption network. Plus, our Groups & Events Center of Excellence is focused on providing an even more seamless customer experience through processes and technology when booking groups and events.

Off the cuff

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

1 WHICH DESTINATION NEVER GETS OLD, NO MATTER HOW MANY TIMES YOU VISIT?

London. I go there several times a year and there's always something new to experience, from the dynamic business environment and opportunities to new-to-me neighborhoods to explore and coffee places to try on my early morning walks. There's always a new IHG hotel to stay at as well!

2 WHAT'S THE FIRST THING YOU DO AFTER CHECKING INTO A HOTEL?

Get organized. I unpack, steam or iron clothes, and take a photo of my key card folder to remember my room number. If I took an overnight flight, I add a visit to the gym to keep my energy high.

3 WHAT'S THE BEST PIECE OF TRAVEL ADVICE YOU'VE EVER RECEIVED?

Don't go to sleep after an overnight flight — wait until it's time to go to bed where you are.

4 WINDOW SEAT OR AISLE SEAT?

Aisle. It's a must for a quick exit when the plane lands.

INDUSTRY INSIGHTS

GLOBAL OUTLOOK: TOP 5 THINGS YOU NEED TO KNOW

Here’s the latest in insights and outlook related to occupancy, demand, and growth for hotels around the world.

1. Global hotel demand is rising at nearly the same pace as a year ago; rate growth is less than last year but still up.

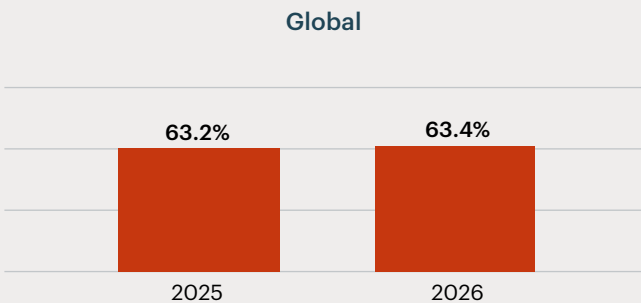
2. The U.S. is outpacing expectations with solid occupancy growth, particularly in key markets

where the measure is near 70%. Key markets are also seeing slightly higher rate gains than the remainder of the country.

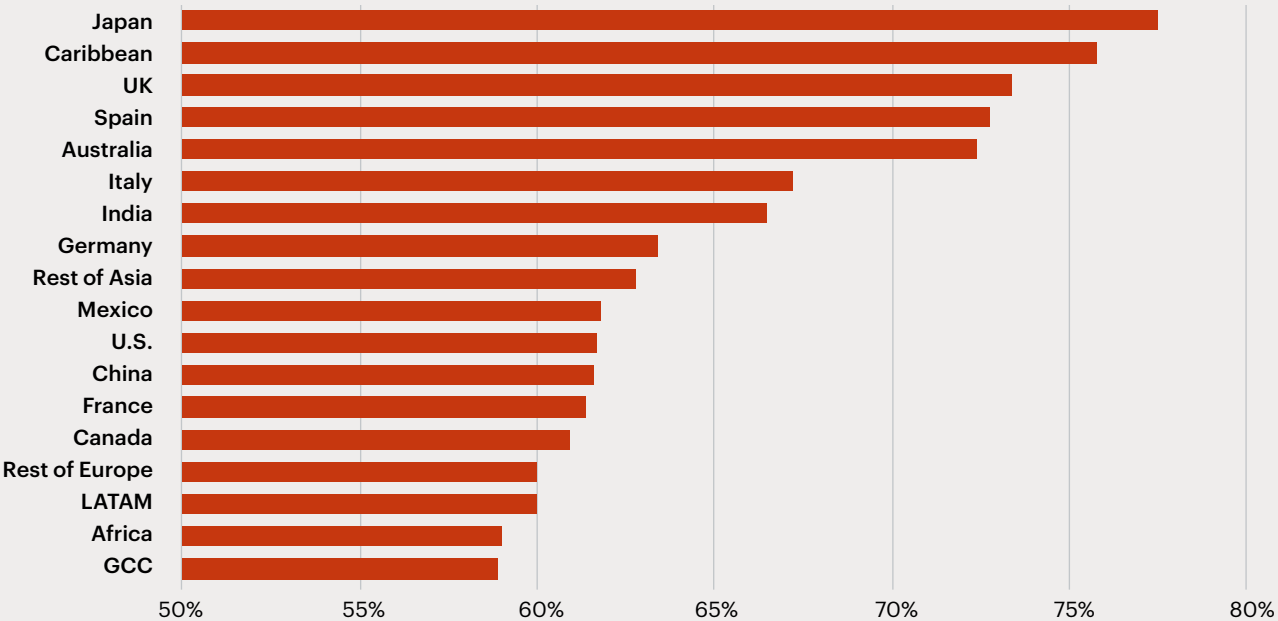
3. Occupancy and rates fell in Mexico, particularly in higher-end hotels,

OCCUPANCY STILL RISING BUT AT A SLOWER RATE

Global occupancy, May YTD



Country/Region: May 2026 YTD



Source: STR / © 2026 CoStar Group

partially due to cartel violence earlier in the year. Canadian hotels are seeing significant rate growth with occupancy somewhat flat.

4. European rates are rising faster than occupancy and consistent with the level seen

globally. Spain and Italy are up strongly, with more moderate growth in France and the UK. Rates in Germany are down due to trade fair shifts.

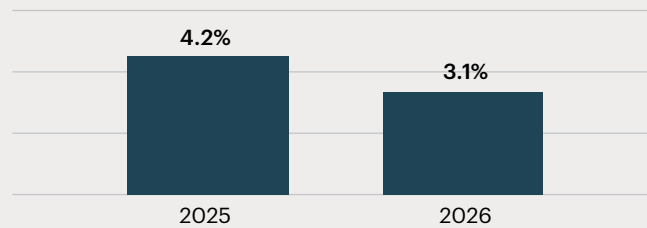
5. Rates in Asia-Pacific are well above the global average, led by India and Japan.



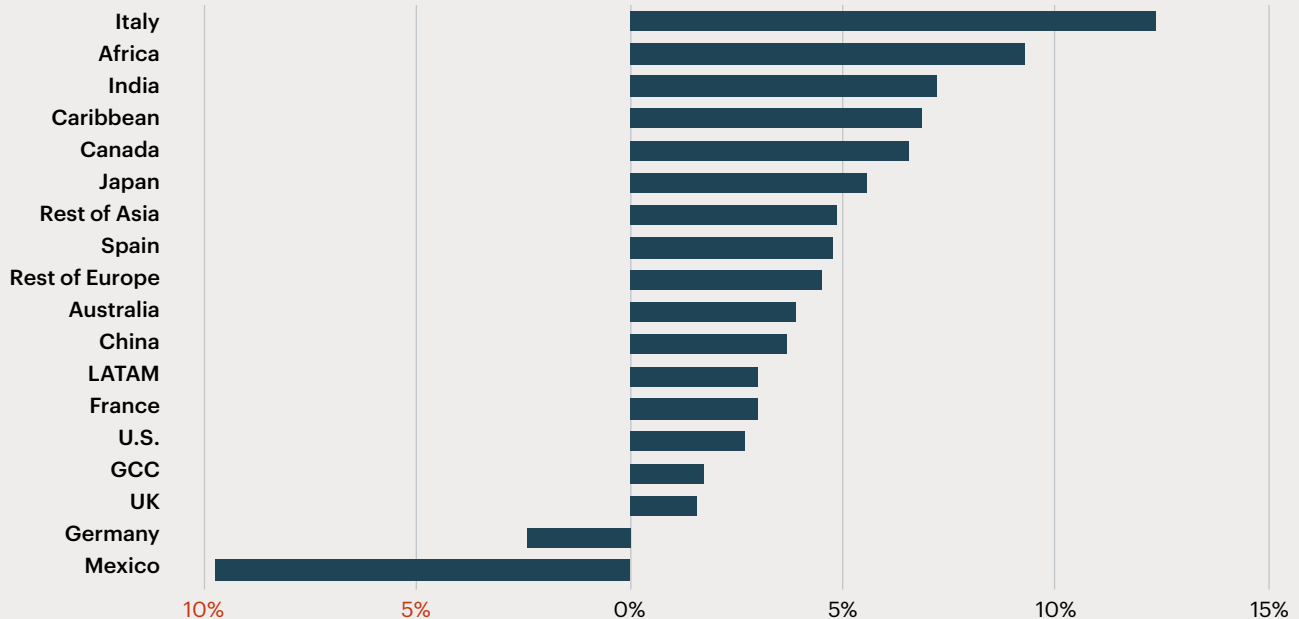
RATE GROWTH ALSO MODERATING

Global ADR change, May YTD

Global
YoY% Change



Country/Region: May 2026 YTD



Source: STR / © 2026 CoStar Group



RUBY ZOE HOTEL LONDON, ENGLAND

Ruby
— BY IHG —



RUBY LISSI HOTEL VIENNA, AUSTRIA

STYLE, SOUL, AND A STORY *in Every Stay*

DIVE INTO RUBY HOTELS

We believe that a hotel should be more than just a bed for the night. Even if you're traveling for work, where you stay should be full of character and charm. That's why each Ruby hotel has its own unique name, story, and design, rooted in the city it calls home.

INSPIRING CITIES & SPACES

Being in the heart of the action is a big part of who we are. Find our signature style in the bustling center of the cities we call home, from free-wheeling Amsterdam to picture-perfect Vienna, lively London to peaceful Geneva, artsy Cologne to foodie Munich. While we're currently exclusively in Europe's coolest cities, we're set to expand to the U.S., starting with Chicago and New York City in 2027.

LITTLE LUXURIES

Every room is decked out with a big, cozy bed and fluffy duvet, a rainfall shower, and aromatherapy products. It's all the luxuries you want where they matter most.

Plus, each hotel has a 24/7 bar available for noon snacks and nightcaps.

WORK, THE RUBY WAY

Busy business travelers will appreciate our central locations with ample transportation, convenient tech like self check-in and no checkout, rooms with work surfaces, lounges that are perfect for coffee meetings, and on-site food and beverage options, including a buffet breakfast with nutritious choices. True to Ruby form, our flexible meeting venues are never boring — think skyline lounges and movie theaters.

20

OPEN HOTELS

3,582

OPEN ROOMS

22

PIPELINE HOTELS

4,518

PIPELINE ROOMS

DESTINATION SPOTLIGHT

Germany





RUBY LOUISE HOTEL FRANKFURT



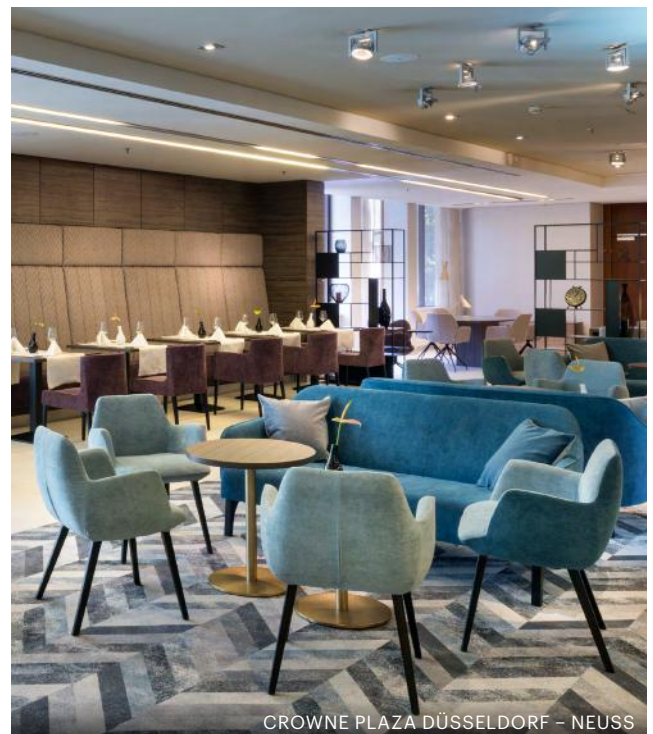
KIMPTON MAIN FRANKFURT

Germany is bleisure travel at its best, with a vibrant food scene, gorgeous landscapes, and fairy-tale castles alongside hubs for business, finance, engineering, and more. When work takes you to this European hot spot, IHG has around [200 hotels](#) for you to choose from.

Known as the financial capital of Germany, highly walkable Frankfurt boasts a busy airport and many company headquarters. Stay right in the center of it all at [Ruby Louise Hotel Frankfurt](#), which happens to be inspired by Louise Rothschild, whose family was legendary in the banking world. Another great choice is the five-star [Kimpton Main Frankfurt](#), with easy access to the financial center. There are two meeting rooms on-site, including one with a private terrace, and more options across the street.

In the capital of Berlin, give [Garner Hotel Berlin – Mitte](#) a go for a comfortable bed, free hot breakfast, and all the public transportation connections you could need nearby. Or try the [Bristol Berlin, Vignette Collection](#), which hosts more than a dozen event spaces, each with its own style — the Bristol Ballroom accommodates up to 500 and has three show-stopping chandeliers.

In Düsseldorf, find a cultural melding at [Holiday Inn – the niu, Tab Düsseldorf Main Station](#), inspired by the city’s Little Tokyo, or relax at the riverside [Crowne Plaza Düsseldorf – Neuss](#), which has earned recognition as an excellent host for conferences.



CROWNE PLAZA DÜSSELDORF – NEUSS



HOLIDAY INN – THE NIU, TAB DUSSELDORF MAIN STATION

VENUE SPOTLIGHT

GROUPS AND EVENTS WITH GERMAN FLAIR

Given Germany's central location, well-developed infrastructure, and status as Europe's largest economy, it's an ideal destination for business of all kinds. When you're hosting a meeting or an event, IHG has the venue in Deutschland to meet your needs.



INTERCONTINENTAL BERLIN

558 Guest rooms

66,736 ft² Meeting & Event space

55 Meeting rooms

Berlin's most spacious hotel can host anything from intimate gatherings to grand galas in one of its 55 event spaces. For exclusive events, a stunning steel-and-glass pavilion offers a private entrance.

CROWNE PLAZA HAMBURG – CITY ALSTER

291 Guest rooms

5,650 ft² Meeting & Event space

9 Meeting rooms

This business hotel on Alster Lake includes modern meeting spaces that can be booked by the hour for when you need something a little more casual, in addition to its traditional conference rooms.



HOLIDAY INN MUNICH – CITY CENTRE

582 Guest rooms

24,757 ft² Meeting & Event space

18 Meeting rooms

Meeting planners at this centrally located Munich hotel will find state-of-the-art audio-visual technology, complimentary high-speed Wi-Fi, and an experienced event team for meetings big and small.



NEW HOTELS AND RESORTS

UNITED STATES & CANADA

[Kimpton Ashbel New York – Park Avenue](#)

[voco Ardez Hotel Sunnyvale](#)

[EVEN Hotel Orlando Universal Blvd](#)

[Holiday Inn Express & Suites Avon – Indianapolis](#)

[Holiday Inn Express & Suites Calera North](#)

[Holiday Inn Express & Suites Fernandina Beach Amelia Island](#)

[Holiday Inn Express & Suites Greenwood Village – DTC](#)

[Holiday Inn Express & Suites Lexington South](#)

[Holiday Inn Express & Suites Memphis East](#)

[Holiday Inn Express & Suites Morehead](#)

[Holiday Inn Express & Suites Overland Park South](#)

[Holiday Inn Express & Suites Tyler South – University Area](#)

[Holiday Inn Express Bettendorf – Davenport NE](#)

[Holiday Inn Express Granby Northwest](#)

[Holiday Inn Express Houston Downtown](#)

[Holiday Inn Express Knoxville Downtown](#)

[Holiday Inn & Suites Commerce City – Denver Airport](#)

[Garner Hotel Frederick Southeast](#)

[Garner Hotel Houston – Westchase](#)

[Garner Hotel Houston – Westheimer](#)

[Garner Hotel La Porte – Bay Area](#)

[Garner Hotel Norman – University Area](#)

[Garner Hotel Pecos](#)

[Garner Hotel Wadsworth](#)

[Garner Hotel Warren Northwest](#)

[Atwell Suites Panama City Beach Southeast](#)

[Staybridge Suites Crestview South](#)

[Staybridge Suites Detroit North – Royal Oak](#)

[Staybridge Suites Houston Downtown](#)

[Staybridge Suites Orlando Universal Blvd](#)

[Candlewood Suites Granby Northwest](#)

[Candlewood Suites Greenwood Village – DTC](#)



KIMPTON ASHBEL NEW YORK – PARK AVENUE, USA

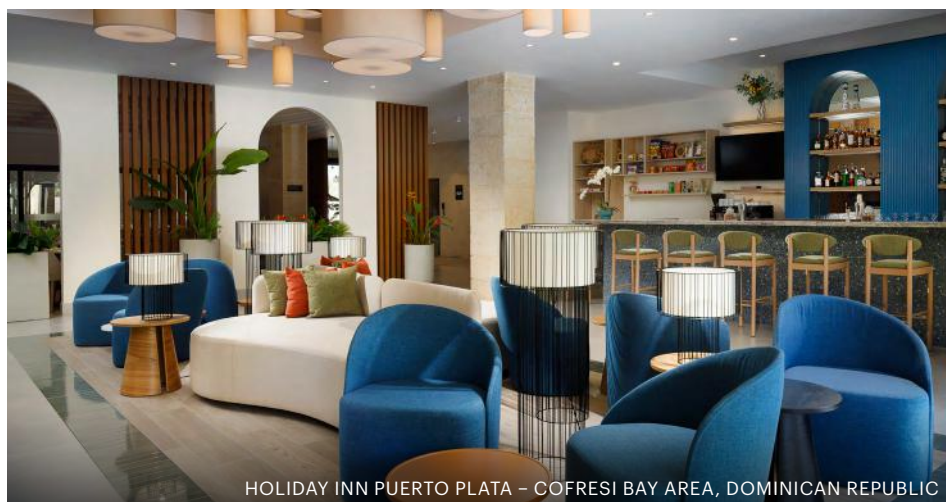
[Candlewood Suites Panama City Beach Southeast](#)
[Candlewood Suites St. John's Conference Centre](#)

CARIBBEAN & LATIN AMERICA

[Kimpton El Castelar Polanco](#)
[Iberostar Selection](#)
[Riviera Cancun](#)
[Hotel Indigo Tijuana Downtown](#)
[Holiday Inn Express & Suites Los Mochis Centro](#)
[Holiday Inn Express & Suites Monterrey Sendero](#)
[Holiday Inn Acapulco Amarea](#)
[Holiday Inn Puerto Plata – Cofresi Bay Area](#)



IBEROSTAR SELECTION RIVIERA CANCUN, MEXICO



HOLIDAY INN PUERTO PLATA – COFRESI BAY AREA, DOMINICAN REPUBLIC

NEW HOTELS AND RESORTS

ASIA & AUSTRALIA

[InterContinental Pokhara Resort](#)
[voco Darwin Suites](#)
[voco Kuching](#)
[ANA Crowne Plaza Chiryu](#)
[Crowne Plaza Shell Cove Marina](#)
[Holiday Inn Townsville](#)

EUROPE

[InterContinental Grand Ankara](#)
[Bristol Berlin, Vignette Collection](#)
[L'Union Han Istanbul, Vignette Collection](#)
[The Venice Times Hotel, Vignette Collection](#)
[Kimpton La Mer Crete](#)
[Kimpton Quinta da Marinha](#)
[voco Antalya – Konyaalti](#)
[voco Sheffield](#)

[voco Telford-Ironbridge](#)
[Ruby Claire Hotel Geneva](#)
[Ruby Coco Hotel Dusseldorf](#)
[Ruby Ella Hotel Cologne](#)
[Ruby Emma Hotel Amsterdam](#)
[Ruby Frida Hotel Stockholm](#)
[Ruby Hanna Hotel Stuttgart](#)
[Ruby Leni Hotel Dusseldorf](#)
[Ruby Lilly Hotel Munich](#)
[Ruby Lotti Hotel Hamburg](#)
[Ruby Louise Hotel Frankfurt](#)
[Ruby Luna Hotel Dusseldorf](#)
[Ruby Marie Hotel Vienna](#)
[Ruby Mimi Hotel Zurich](#)
[Ruby Molly Hotel Dublin](#)
[Ruby Rosi Hotel Munich](#)
[Ruby Sofie Hotel Vienna](#)
[Crowne Plaza Budva](#)

[Crowne Plaza Istanbul Zeytinburnu](#)
[Holiday Inn Express & Suites Ellwangen](#)
[Holiday Inn Express San Sebastian – Erreterria](#)
[Holiday Inn Express Skopje City Centre](#)
[Holiday Inn Cottbus](#)
[Holiday Inn Innsbruck](#)
[Holiday Inn Istanbul Beylikduzu](#)
[Holiday Inn Ratingen – City](#)
[Garner Hotel Dublin Temple Bar](#)
[Garner Hotel Wolverhampton](#)

INDIA & MIDDLE EAST

[Six Senses AMAALA](#)
[Holiday Inn Express & Suites Vijayawada](#)
[Eros Hotel New Delhi](#)



RUBY MOLLY HOTEL DUBLIN, IRELAND



RUBY CLAIRE HOTEL GENEVA, SWITZERLAND



CROWNE PLAZA SHELL COVE MARINA, AUSTRALIA

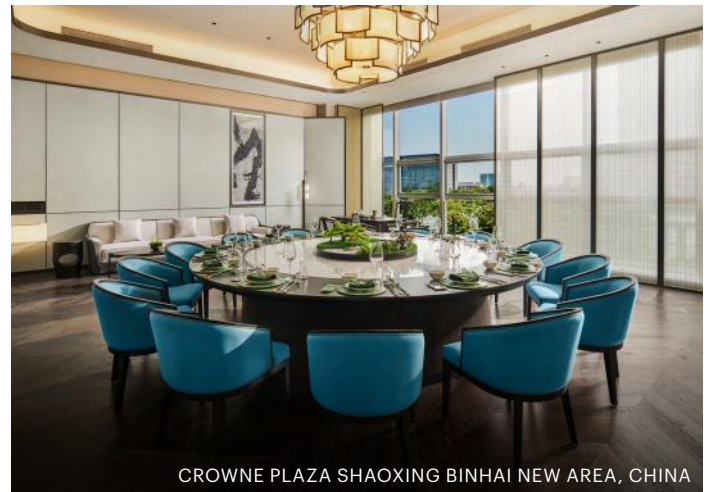


L'UNION HAN ISTANBUL, VIGNETTE COLLECTION, TURKEY

NEW HOTELS AND RESORTS

[InterContinental Huzhou Taihu South](#)
[Resea Hotel Beidaihe, Vignette Collection](#)
[Yanshan Qiandao Lake Resort, Vignette Collection](#)
[Tiancheng Belmont Hotel Sanya, Vignette Collection](#)
[voco Beijing Temple of Heaven](#)
[voco Xiamen SM City](#)
[voco Fuzhou Jinhui](#)
[HUALUXE Guiyang Financial City](#)
[Crowne Plaza Shaoxing Binhai New Area](#)
[Holiday Inn Express Beijing Tongzhou](#)
[Holiday Inn Express Jinan Quancheng Square](#)
[Holiday Inn Express Kunming Horti-Expo Garden](#)
[Holiday Inn Express Luding](#)
[Holiday Inn Express Qingdao Downtown](#)
[Holiday Inn Express Shenzhen Baolong Metro Station](#)

[Holiday Inn Express Zhangzhou Zhangpu](#)
[Holiday Inn Express Shenzhen Dapeng Nan'ao](#)
[Holiday Inn Express Beijing Lize Business District](#)
[Holiday Inn Express Foshan Shunde Ronggui](#)
[Holiday Inn Express Huangshan Tunxi High-Tech Zone](#)
[Holiday Inn Express Tangshan Harbour](#)
[Holiday Inn Jinan Daming Lake](#)
[Holiday Inn Jingdezhen](#)
[Holiday Inn Nantong Rudong](#)
[Holiday Inn Nantong Tongzhou Bay](#)
[Holiday Inn Quanzhou Jinjiang Airport](#)
[Holiday Inn Shaoguan Shaozhou City](#)
[Holiday Inn & Suites Suzhou Xiangcheng](#)
[Holiday Inn Resort Ningbo Ninghai](#)





FEATURED HOTEL

INTERCONTINENTAL GENÈVE

Winner of Switzerland's Best MICE Hotel 2024, this landmark hotel in Geneva is known for hosting high-level meetings and elegant celebrations across 16 spaces, including the Grand Ballroom, with a capacity for 800 people. Amenities include a seasonal outdoor heated pool, a spa focused on fusing tradition with innovation, two on-site restaurants, and a concierge team that guides guests to the city's best experiences.



333 Guest rooms

21,528 ft² Meeting & Event space

16 Meeting rooms



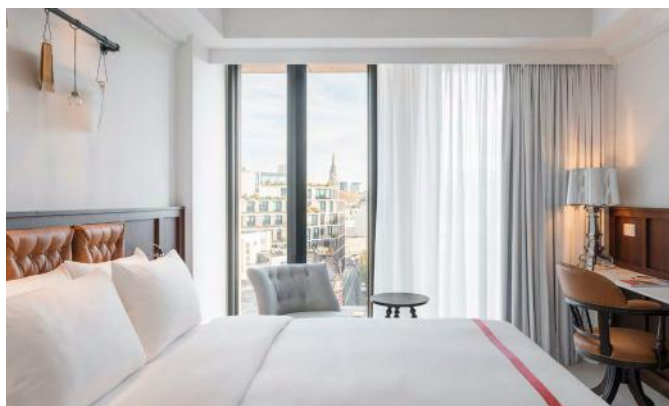
FEATURED HOTEL

RUBY STELLA HOTEL LONDON

Designed through a literary lens and inspired by Charles Dickens, Ruby Stella Hotel London sits right in the heart of London, near the British Museum, the Farringdon Station for easy transport, and, of course, the Charles Dickens Museum. For events with style, set up in the Lobby & Bar, on the Terrace, or in the Breakfast Lounge. Group stays for 10 rooms or more are also available — everyone will love the smooth check-in process and 24/7 bar.



145 Guest rooms
2,089 ft² Meeting & Event space
1 Meeting room







FEATURED HOTEL

HOLIDAY INN NASHVILLE DOWNTOWN – STADIUM

Welcome to Music City, where comfort, convenience, and Southern hospitality coalesce to make for a memorable stay. Flexible meeting spaces can host anywhere from 10 guests to 200, and a dedicated staff will help you pull off whatever you're dreaming up. From the Skyview Room, gaze out at the 360-degree views of downtown Nashville. Room blocks and convenient parking will be music to your ears.



181 Guest rooms
8,500 ft² Meeting & Event space
3 Meeting rooms



CULTURAL INSIGHTS

VALUE IN FOCUS: PLANNING MEMORABLE MEETINGS IN A BUDGET-CONSCIOUS WORLD

There is a tension that nearly every meeting planner knows right now. Business leaders want more: more engagement, more impact, more return. And yet the budgets to deliver it are not growing at the same pace as expectations. According to Amex GBT's [2026 Global Meetings & Events Forecast](#), cost is the number one challenge cited by meeting professionals globally. That's not a niche concern. It's a defining reality of how the industry is operating today.

But here's what's equally true: the demand for live, face-to-face gatherings has never been stronger. The industry isn't contracting. It's asking more of itself. And the planners rising to that challenge are not doing it by cutting corners. They're doing it by getting smarter, more intentional, and more strategic about where and how they invest.

THE NEW PLANNING BRIEF

The most memorable moments at any event are rarely the most expensive ones. They're the ones that made attendees feel something — seen, inspired, connected. That truth hasn't changed. If anything, a tighter brief makes it easier to find.

That's how budget pressure is clarifying things. When every line item gets scrutinized, the instinct to over-program fades. What replaces it is something better: intention. A single, well-designed experience that earns genuine reactions will always

outperform a packed agenda that exhausts its audience.

Planners are redesigning their approach from the ground up. Fewer, more-purposeful sessions. Venues that carry their own atmosphere instead of requiring decorating. Menus built around local flavor rather than imported spectacles. These aren't compromises — they are better choices. The constraint isn't limiting planners' creativity. It's directing it.

THE RIGHT PARTNER CHANGES EVERYTHING

When budgets tighten, the instinct is often to diversify, to shop harder, compare more vendors, and spread risk. But the planners delivering the best outcomes right now are doing the opposite. They're consolidating. They're narrowing their partner relationships to fewer, more-trusted ones, and finding that the savings in time, negotiation

cycles, and operational friction add up to something that looks a lot like budget relief.

This is where a partner with breadth becomes a genuine advantage, giving planners real flexibility to find the right venue at the right price point, whether that means a flagship luxury hotel for a high-stakes leadership summit or a smaller, more-intimate property for a focused regional training. Different events call for different venues and having that range at your fingertips is a form of budget intelligence in itself.

Crowne Plaza Hotels & Resorts takes that idea further with its dedicated Meetings & Events Concierge program. From the first planning conversation through final execution, a dedicated concierge anticipates needs, manages the details, and makes sure nothing falls through the cracks.

Strategic consolidation also creates leverage. When a hospitality partner can see the full shape of your program calendar, not just a single event in isolation, they can bring better proposals, flag efficiencies you might not have spotted, and build in value that wouldn't be present in a one-off relationship. For planners managing complex



CROWNE PLAZA ADELAIDE, AUSTRALIA

programs across multiple stakeholders, that kind of support is not a luxury but instead a genuine cost-saver, reducing the coordination time and last-minute surprises that quietly inflate budgets.

WHERE THE VALUE LIVES

Some of the most powerful budget moves aren't about spending less — they're about spending differently.

Destination strategy is one of the most underused levers available to planners.

(continued on page 28)



KIMPTON THE FORUM HOTEL, USA

CULTURAL INSIGHTS

VALUE IN FOCUS: PLANNING MEMORABLE MEETINGS IN A BUDGET-CONSCIOUS WORLD

(continued from page 27)

Secondary cities and emerging meeting hubs often offer competitive hotel rates, more-responsive local vendors, and shorter lead times. There's also an attendee experience benefit — for groups that travel frequently, a less-expected location can generate the kind of energy that a predictable flagship city no longer delivers. The novelty itself becomes part of the event's value proposition, at a fraction of the cost.

Local programming is another underused tool. The most memorable event moments are often the ones that reflect where you actually are. Kimpton Hotels & Restaurants has long understood that impactful experiences often come from what's already nearby — seasonal pop-ups, neighborhood partnerships, and curated adventures that reflect the destination. For planners, that means a hotel that is already doing the creative work without requiring a separate budget line for it.

Sustainability is a third place where smart design and smart budgeting converge more naturally than most planners expect. Reducing waste, eliminating unnecessary single-use materials,

consolidating signage, and simplifying F&B programs are changes that lower costs while also meeting the growing expectation that events be run responsibly. A leaner event is often a greener one. The two goals are more aligned than they've ever been.

EARNING WHILE YOU PLAN

One of the most straightforward ways to stretch a meetings budget is to make every dollar of spending work harder, and IHG Business Rewards is built to do exactly that. Planners earn 3 points for every \$1 USD spent on accommodations, meetings, and event-related food and beverage across nearly 7,000 participating IHG properties, with no minimum spend required. Those points can be redirected into future bookings, creating a cycle of value that compounds across a full program calendar so that, over the course of a year's worth of events, the difference adds up.

PLANNING WITH CONFIDENCE

Budget pressure is real. But it has never been incompatible with great meetings. The planners delivering the best experiences today are the ones who are doing it with the

confidence that comes from a clear destination strategy and being backed by trusted partners with a broad range of venue options. The confidence is bolstered even more when responsible event design and responsible spending align.

Budget pressure is real. But it has never been incompatible with great meetings.

The most enduring shift may be this: The era of equating budget with quality is over. Attendees don't remember how much was spent. They remember how the event made them feel. Planners who internalize that distinction, and build programs around it, are doing more than just surviving a difficult budget environment. They're discovering a more disciplined, more intentional, and ultimately more effective way to deliver live events.

With the right partners, the right tools, and the right mindset, doing more with less isn't a compromise. It's a competitive advantage.

THE IHG AGENT PORTAL



The screenshot shows the IHG Agent Portal website. At the top, there's a navigation bar with links for Home, Learning Hub, Featured Properties, Offers, and Support. The main header features the IHG Hotels & Resorts logo. A large hero section with a background image of a rooftop infinity pool at dusk at the Crowne Plaza Barranquilla in Colombia. Overlaid on this is a white box with the text: 'Be a hotel insider with IHG Agent Portal'. Below this, it says 'IHG Agent Portal was designed for travel professionals to help your business thrive. Plus, you'll enjoy up to 25% off your personal stays as our way of saying thank you.' There are two buttons: 'SIGN IN' and 'REGISTER'. Below the hero section, there's a section titled 'Why register for the IHG Agent Portal?' with the subtext 'Meet your needs with the latest tools, resources, and benefits.' This section contains four columns of benefits: 'Travel Agent discount' (Get up to 25% off hotel bookings for personal travel), 'Flexible education' (Expand your knowledge of our brands and find the best fit for your clients), 'New hotel openings' (Be among the first to learn about new and renovated hotels and resorts), and 'Convenient support' (Get answers to your booking, commission, and account questions). At the bottom, there's a 'Frequently asked questions' section with two questions: 'How do I get access to the IHG Agent Portal?' and 'What if I don't remember my IATA/travel industry number?'. Each question has a downward arrow icon to its right.

HERE TO HELP TRAVEL AGENTS

Don't forget about our portal that's here to make your life easier. Designed to provide travel consultants with a dynamic digital experience, our portal will save you time, keep you informed, and bolster your expertise of our global portfolio, now in 7,000+ destinations worldwide.

By signing up for the IHG Agent Portal, you'll get access to detailed descriptions, amenities, and photos to help you when matching your clients to the right property. Plus, you'll be the first to hear about new hotel openings, renovations, and exclusive promotions. Best of all? You'll get up to 25% off hotel bookings for personal travel so you can experience our hotels for yourself. It's our way of saying thank you!

Sign up today at ihg.com/agent-portal.

THE IHG BRAND BRIEF
AUGUST 2026 | IHG.COM



IHG HOTELS & RESORTS



REGENT

INTERCONTINENTAL

VIGNETTE
COLLECTION

KIMPTON

HOTEL
INDIGO

Noted
COLLECTION

voco

Ruby

華邑酒店
HUALUXE

IBEROSTAR
BEACHFRONT RESORTS

CROWNE
PLAZA

||| EVEN

||| Holiday Inn
Express

||| Holiday Inn

Garner

avid

ATWELL
SUITES

||| STAYBRIDGE
SUITES

||| Holiday Inn
CLUB VACATIONS

CANDLEWOOD
SUITES

IHG ONE
REWARDS