

IHG in China



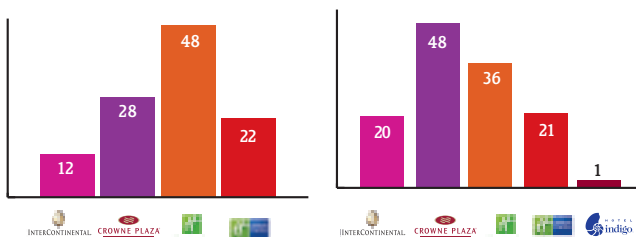
InterContinental Hotels Group PLC is the world's largest hotel group by number of rooms.

DID YOU KNOW...

- IHG is the largest international hotel company in Greater China.
- IHG was the first international hotel company to enter China in 1984 and has been operating there for 24 years.
- In 2007 IHG signed almost 50% of the new international hotel deals in China.
- IHG has 23,000 employees in Greater China and plans to create another 100,000 jobs over the next 5 years.
- To combat the 'war for talent' IHG has opened 24 academies, to train 4,500 graduates a year in the hospitality sector.

112 hotels open*

126 hotels in the pipeline



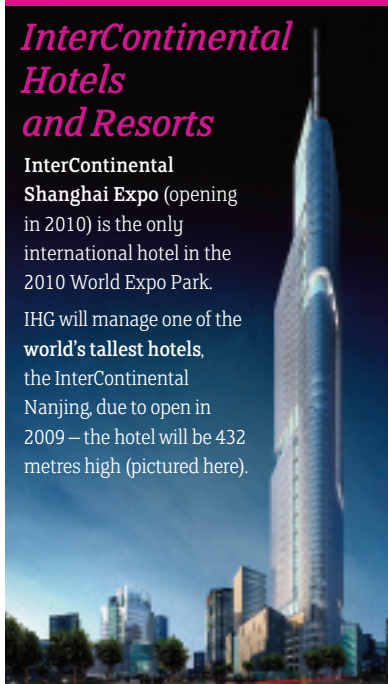
* Includes other IHG branded hotels

As at 31 December 2008

InterContinental Hotels and Resorts

InterContinental Shanghai Expo (opening in 2010) is the only international hotel in the 2010 World Expo Park.

IHG will manage one of the world's tallest hotels, the InterContinental Nanjing, due to open in 2009 – the hotel will be 432 metres high (pictured here).



Holiday Inn and Holiday Inn Express

No.1 hotel brand in China and the most widely recognised international hotel brand.

90% of Holiday Inn customers in China are Chinese.

Crowne Plaza

Crowne Plaza Century City Chengdu (opening in 2010) will be the world's biggest Crowne Plaza with 1,500 rooms.

Crowne Plaza is the fastest growing upscale brand in Asia.

The Chinese travel market

- Is one of the fastest growing tourism industries in the world and will overtake the US as the No.1 inbound tourism market within 10 years.
- Will develop to become the world's number one inbound tourist destination within 10 years, with over 183 million trip nights taken.
- Outbound trips taken by Chinese travellers will grow from 10 million to more than 100 million within 10 years.
- Is benefiting from the significant investment in infrastructure being undertaken by the Government, including construction of:

- **85,000km of highways**
much like Eisenhower did in the US in the fifties

- **27,000km of rail track**
an investment of \$250 billion

- **97 airports**
taking the total to 244 by 2020

REFLECTING THE LOCAL CULTURE

- Giving guests a taste of the local culture is important to us. For example:

- The Holiday Inn Express serves Congee, a type of rice porridge eaten primarily as a breakfast food.
- The InterContinental Century City Chengdu has a Chinese tea room in the lobby, which focuses on the ancient art of tea-drinking.
- The Crowne Plaza Sun Palace in Beijing offers a unique luxury Yunnan experience, designed to replicate the stunning mountains, gorges and rainforest scenery of Yunnan Province in a modern style.

- Feng Shui is a custom all our people are taught about and we lay out our hotels in accordance with the ancient Chinese practise. Feng shui, is based upon the concept of Qi, which is the life energy believed to be present in living and non-living objects.



- Guanxi describes the basic dynamic in personalised networks of influence. The Pinyin romanization of this Chinese word is becoming more widely used as the two common translations – 'connections' and 'relationships' – do not sufficiently reflect the wide cultural implications that guanxi describes.

