

Our brands

To drive growth at scale in high-value markets globally, we invest in an attractive portfolio of distinct brands that generate strong demand from both guests and owners. We have a relentless focus on the quality of our estate, efficiency of our hotel operations and investment in digital innovation, design and service trends.

In parallel to growing our established brands, we have launched or acquired five new brands in the past three years and are focused on taking them to scale in fast-growing and underserved segments.

Each of our brands is well positioned to grow, leveraging the power of IHG's people, systems, technology and loyalty programme. To support this growth, we have adopted a more intuitive way of presenting the breadth of our portfolio to customers, as part of a refreshed approach to use our IHG® Hotels & Resorts masterbrand to enhance our brand

perception, sharpen our marketing and capture more demand. Linked to this, our loyalty programme has been refreshed to become IHG® Rewards, as we focus on growing membership and driving more business directly to our hotels.

Reflecting continued demand for our brands, we opened 285 hotels in 2020 and signed on average almost one property a day into our pipeline. This took our share of the industry pipeline to 11%, versus our current market share of 4%.

Masterbrand and Loyalty



Luxury & Lifestyle



16 open
31 pipeline



7 open
6 pipeline



205 open
69 pipeline



73 open
32 pipeline



125 open
104 pipeline

Timeless legacy bound together by distinctive design and unforgettable service. Making every journey a celebration of extraordinary experiences, each in their unique way.

Premium



18 open
29 pipeline



12 open
25 pipeline



429 open
89 pipeline



16 open
31 pipeline

Making travel personal and purposeful. Giving guests a sense of belonging and wellbeing, with the thoughtful details to make every trip matter.

Essentials



2,966 open
683 pipeline



1,248 open
262 pipeline



24 open
192 pipeline

Always there, always just what you need. With the warmth and trusted experience that has come to define True Hospitality.

Suites



0 open
19 pipeline



303 open
155 pipeline



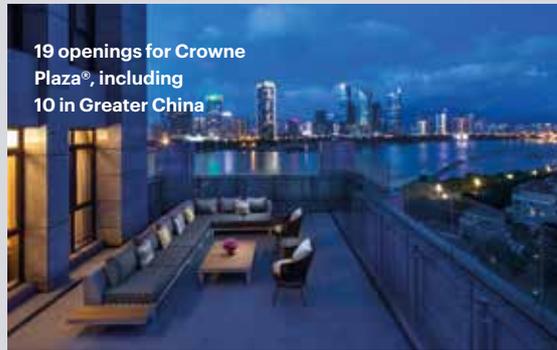
28 open
0 pipeline



366 open
73 pipeline

When you're not at home, be here. We invite guests to settle in for longer stays, knowing the comforts of home are always within reach.

Brand highlights



19 openings for Crowne Plaza®, including 10 in Greater China



avid® hotels expanded to Mexico and Canada



voco™ celebrated first openings in US and Greater China



Kimpton® continued its global expansion with 16 openings



10 openings for Hotel Indigo® included debuts in Japan, Dubai and Cyprus



Europe's largest Holiday Inn Express® opened in Amsterdam



The first Atwell Suites™ property under construction in Miami, US



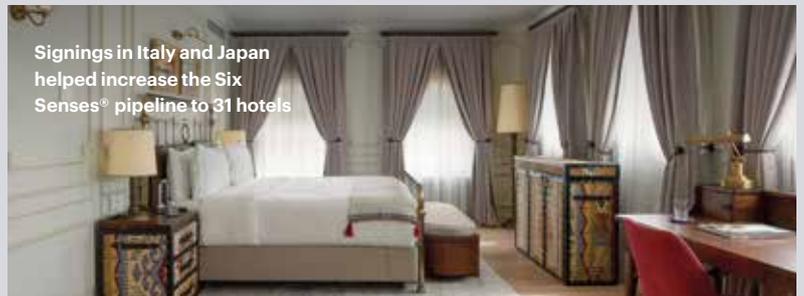
Our Holiday Inn® Brand Family represented 50% of IHG's signings in 2020



Increased market share for Candlewood Suites® and Staybridge Suites®



New InterContinental® destinations included Rome, Fiji, Halong Bay (Vietnam) and Chongqing Raffles City (China)



Signings in Italy and Japan helped increase the Six Senses® pipeline to 31 hotels



HUALUXE® openings included the historic HUALUXE Xi'an Tanghua



Regent® Shanghai Pudong marked IHG's first opening since acquisition



Asia's first EVEN® Hotels property opened in Nanjing, China