

Trends shaping our industry

Sustainability

Operating with a social purpose

Employees, consumers, investors, governments and industry bodies are paying closer attention to how committed companies are to caring for communities and the environment. Many businesses, including IHG, have aligned their efforts to the United Nations Sustainable Development Goals, focusing on priorities most relevant to their operations. The goals range from wiping out poverty and delivering decent work and economic growth, to driving gender equality and climate action. All require creativity, commitment and collaboration in order to drive real change at global scale.

See pages 24 to 40 for more information on how IHG is addressing this trend.

200m

IHG is significantly reducing the 200 million bathroom miniatures used in its hotels annually

In an industry first, in 2019 IHG committed to replacing all our miniature bathroom amenities with bulk-size products across all brands. The move, which will significantly reduce plastic waste, has been followed by several industry peers.

5.9%

IHG's reduction in carbon per occupied room from 2017 baseline

Working alongside our owners and hotels, one of our 2018-2020 Responsible Business targets is a commitment to reduce our carbon footprint per occupied room by 6-7%, and we are on track to do so.

100+

Hotels adopting IHG Studio

IHG Studio uses either the IHG app or in-room TV connection to offer guests easier ways to manage their stay – from directly casting their own content or ordering room service, to using loyalty points to pay for services. IHG Studio was launched in 2019 following a successful trial and will become a brand standard globally.

Technology

Enriching the digital guest experience

As technology continues to play an increasingly important role in our lives, the hospitality industry is investing in data, platforms and partnerships capable of integrating digital services and connectivity at the right moments of a stay experience. The overarching ambition is to deliver richer, personalised and frictionless experiences for consumers, and to create more effective, efficient operations and greater revenue opportunities for businesses.

See page 21 for more information on how IHG is addressing this trend.

\$5.6bn

IHG's digital (web and mobile) revenue in 2019, up 7% on 2018

As consumers spend increasingly more time online exploring and researching travel options, IHG continues to invest in providing engaging and seamless digital guest experiences. The IHG mobile app is a critical component of our offer, with revenues increasing 18% in 2019 and downloads rising by 11%.

Consumer trends

Instagrammable experiences

For many guests, the hotel they choose to stay in needs to be as much a part of their travel experience as the destination they are preparing to explore. This requires an abundance of boutique and lifestyle hotels with character, authentic neighbourhood roots, and memorable designs and service style, without compromise on quality.

Large hotel groups have seized on the opportunity to grow these brands at pace, based on their ability to offer consistently rich experiences in multiple locations, alongside those all-important distinctive twists worthy of a snap for social media.

See page 23 for more information on how IHG is addressing this trend.



These pages should be read together with our principal risks on pages 46 to 53 and risk factors on pages 226 to 230.

5,290 rooms

2019 was a record year of signings for Hotel Indigo

Since launching in 2004, IHG's Hotel Indigo brand has grown to become one of the world's largest branded boutique chains, with no two properties the same. Demand continues to increase, with its estate set to double in size over the next five years.

~100 hotels

Kimpton Hotels & Restaurants has been adding exciting new international destinations at a rapid rate

Since acquiring Kimpton in 2015, IHG has focused on taking the brand's highly personal service and playful design from its US base to top luxury boutique destinations globally. From Bali and Bangkok to London and Shanghai, Kimpton has grown to almost 100 open and pipeline hotels.