

IHG Updates & Response

B2B Customer WebEx – 14 May 2020



SVP of Global Sales Derek DeCross was joined by other IHG senior leaders to address customers' most pressing questions regarding:

- actions IHG has taken in response to Covid-19
- IHG's global measures to enhance hotel cleanliness and sanitation
- how IHG plans to approach the 2021 Corporate Travel RFP Season

IHG's Response to Covid-19

Derek DeCross, Senior Vice President of Global Sales

Before jumping into the agenda, Derek summarized ways IHG has responded to the pandemic, highlighting how we have offered flexibility to our guests and provided support to those in need.

- **Cancellation Policy:** We continue to update our **cancellation policy** and offer flexibility in line with current conditions.
- **IHG Rewards Club:** IHG has extended IHG Rewards Club status for all members until January 2022.
- **Groups & Meetings:** Our hotels are actively supporting groups and meetings organizers to address each group's needs. Learn about our **new Meet with Confidence offer** [here](#).
- **Community Support:** IHG is working with our hotels and charity partners to relieve the pressure on food banks and donate equipment and beds to healthcare workers and hospitals. We're also a nationwide partner with **#FirstRespondersFirst**, providing shelter in the USA for frontline workers.

IHG Way of Clean & IHG Clean Promise

Brian McGuinness, Senior Vice President of Global Guest Experience

Brian provided an overview of our long-standing commitment to cleanliness and offered a sneak peek of **our recent external announcement** to consumers on how we are enhancing and expanding our vigorous IHG Way of Clean program – which launched in the Americas in 2015 and is now a global brand standard.

- **New Cleaning Protocols:** Further operational guidance has been added based on recommendations from the CDC and the World Health Organization.
- **IHG's Clean Promise:** IHG's Clean Promise will roll out globally in June. We will be communicating a new level of cleanliness to our guests from the start of the booking journey on our IHG website and mobile app to the pre-arrival email.
- **Clean Champions:** Hotels will appoint Clean Champions to support guests as they adapt to a new environment and help on-property teams deliver elevated cleanliness standards.

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Guest Experience

Peter Clarke, Vice President of Operations and Head of Company Managed Hotels – Americas

Peter shared what guests can expect when staying at IHG hotels in the Americas, which is representative of enhanced procedures at our hotels globally. For example:

- **Visible and Frequent Sanitization:** Hand sanitizer dispensers will be placed throughout public spaces, and high touch areas (e.g., elevators) will be cleaned frequently.
- **Social Distancing:** Signage will remind guests to keep a safe distance from one another throughout all areas of the hotel.
- **Verified Sanitization:** Items in guest rooms will be marked as clean / ready to use (e.g., glassware, remote control).
- **Food & Beverage:** Guests should anticipate new approaches to buffets, banquets, and catering.
- **IHG Mindful Meetings:** A toolkit was developed for clients and hotels with robust resources to ensure physical distancing, and enhanced safety guidelines are in place for all groups and meetings.

See an overview of other [IHG Way of Clean Enhancements](#).

Global Sales Updates & 2021 Corporate Travel RFP Season

Finally, Derek provided general updates on how Global Sales is working to better serve our customers. He then addressed how IHG plans to approach the 2021 RFP Season.

- **IHG Customer Insights Portal:** We've extended the rollout of the portal to all corporate transient customers. Customers should reach out to their key account director to request access.
- **2021 RFP Season:** Taking cues from the Global Business Travel Association and other major industry influencers, IHG has decided to extend corporate accounts' 2020 negotiated rates and amenities through the end of 2021. Our focus will be on dynamic pricing and our global chainwide discount program, Corporate Gold, to ensure hotels can provide customers with market-appropriate rates.

IHG® Hotels & Resorts

