

## GROUP PROFILE:

History of Intercontinental Hotel Group:

- 1777 - William Bass sets up a brewery in Burton-on-Trent. The Bass business thrives, developing into one of the UK's leading brewers.
- 1876 - The Bass red triangle  becomes the first trademark to be registered in the UK.
- 1960s - Bass acquires a number of well-known regional brewing companies including Mitchells & Butlers in the Midlands (1961), before merging with Charringtons in London in 1967. These acquisitions make Bass one of the largest brewers and pub owners in the UK.
- 1988 - Bass makes its first significant international move into the hotel industry, buying Holiday Inns International.
- Holiday Inn sign 
- 1989 - The Beer Orders legislation is passed. This limits the number of tied pubs that major brewers can own and signals a major industry restructuring. Bass reduces the number of pubs that it owns dramatically and focuses on larger outlets. At the same time, it directs cashflow into developing an international hotel business.
- 1990 - Bass buys the North American Holiday Inn business and Holiday Inn grows internationally.
- 1991 - Bass launches Holiday Inn Express, a complementary brand in the limited service segment.
- 1994 - Bass launches Crowne Plaza,  a move into the upscale hotel market.
- Bass's pubs business continues to grow. The business has also become increasingly branded. Bass opens the first O'Neill's public house in 1994 and acquires the restaurant chain Harvester in September 1995. The Harvester acquisition, the development of the All Bar One brand in 1994 and the acquisition of the Browns restaurant chain marks a significant commitment to the growing eating out market in the UK.
- 1996 - Bass's attempt to acquire half of the Carlsberg-Tetley brewing business in the UK is blocked by the UK government. Bass renews its focus on its hotels and pubs divisions. Over the next few years, it sells smaller, non-core businesses such as Gala bingo and Coral bookmakers, along with some of its pubs, including the leased pub business.

- 1997 - As the hotel business becomes more purely brand focused, Bass sells its North American mid-scale hotel buildings, but keeps control of the branding of the hotels through franchise agreements. Bass creates and launches a new hotel brand, Inn. It's an entry into the profitable North stay market. Staybridge Suites becomes the first to reach 50 units in the Americas.
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- Staybridge Suites by Holiday American upscale extended fastest brand in this segment
- 1998 - Bass acquires the InterContinental hotel company, adding an upper upscale brand to its hotel portfolio. It's an acquisition that brings considerable synergies and cost savings.
- 1999 - The group strengthens its pub division in the UK by cherry picking 550 high-potential sites from Punch Taverns, who had acquired the 3,500 strong pub estate of Allied Domecq.
- 2000 - By acquiring Southern Pacific Hotels Corporation (SPHC) in Australia, Bass confirms its position as the leading hotel company in Asia Pacific. It also acquires Bristol Hotels & Resorts Inc., a US-based hotel management company comprising 112 hotels operating mainly under leases. This gives the group a stronger management contract presence in the world's largest hotel market. The group sells Bass Brewers to a major Belgian brewer for £2.3 billion. This marks the final step in refocusing the group from a domestic brewing operation to a leading international hospitality retailer – a process that has taken over ten years to complete. It also involves the sale of the Bass name and Six Continents PLC – a name that better reflects the group's businesses.
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- a change of name to the global spread of the
- 2001 - In February, Six Continents sells 988 smaller, unbranded pubs for £625 million. In April, it acquires the European Posthouse chain of hotels for £810 million. The chain has hotels in strategic locations that are suitable for conversion to Holiday Inn, consolidating the Holiday Inn in the UK and Europe. The group buys the InterContinental Hong Kong for £241 million, strengthening its position in the upscale hotel market in the key Chinese and Asia Pacific markets.
- 2002 - On 1 October, Six Continents PLC announces the proposed separation of the group's hotels and soft drinks businesses (to be called InterContinental Hotels Group PLC) from the retail business (to be called Mitchells & Butlers plc), and the return of £700 million of capital to shareholders.
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- This process is completed on 15 April 2003. InterContinental Hotels Group PLC (IHG) is now a distinct, discrete company, listed in the UK and the US stock markets.
- 2003 - In July, IHG sells 16 Staybridge Suites hotels to Hospitality Properties Trust (HPT) and enters into a 20-year management agreement. In December, IHG adds the midscale extended stay brand Candlewood Suites to its portfolio.
- 2004 - In April, IHG announces the introduction of a new brand, Hotel Indigo, focused on providing affordable boutique accommodation. In the same month, the group adopts new standards for selling or re-selling hotel rooms for guest stays through online travel companies.
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- 2005 - Following the success of the extended stay Staybridge Suites brand in North America, IHG launches Staybridge Suites UK in April 2005. IHG announces the disposal of 100% of its holding in Britvic plc. IHG is now a company with a pure hotels focus.

- 2006 - IHG signs an operating joint venture with All Nippon Airways (ANA). The resulting joint venture – IHG ANA Hotels Group Japan – will be the largest international hotel operator in Japan, the world’s second largest hotel market. The deal sees the introduction of three new brands created for Japan: ANA-InterContinental, ANA-Crowne Plaza and ANA-Holiday Inn.
  
- 2007 - IHG announces a worldwide relaunch of the Holiday Inn brand family, comprising Holiday Inn, Express by Holiday Inn and Holiday Inn Express. The relaunch programme will give Holiday Inn a refreshed and contemporary brand image. All Holiday Inn hotels open or under development are expected to have implemented the relaunch programme by the end of 2010, with the first due to pen in mid 2008 in the US.
  
- 2008 - IHG entered the timeshare market through an exclusive licensing and marketing agreement, launching our Holiday Inn Club Vacations brand.
  
- 2009 - Holiday Inn and Holiday Inn Express are announced by The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) as the 'Official Hotel Services Provider to London 2012' and a Tier Three commercial partner.  
 IHG launches 'Green Engage', an online system to help hotels manage their energy consumption more effectively. The system compares hotels of a similar nature across the world and lists actions hotels can take to reduce waste, and energy and water consumption.
  
- 2010 - IHG entered an innovative alliance with the Las Vegas Sands Corp., bringing The Venetian and The Palazzo Resorts into the InterContinental system.  
 IHG launches its Priority Club Rewards iPhone app, complementing IHG's mobile websites that provide customers with the functionality to find and book hotel rooms, check rates and view or change reservations for all seven of its brands.
  
- 2011 - IHG launches  for guests who find a lower price elsewhere. The logo features a red tag with 'Best Price Guarantee' in orange and 'or your first night is free' in red script below it. A small box at the bottom says 'BOOK WITH US ADVANTAGE'.

'Best Price Guarantee', the website guarantee booking on any IHG brand site. Any guest who qualifying, lower room price for an IHG hotel online will receive their first night free and the rest of their stay will match the price found.

  
- 2012 - In February, IHG launches  brand focused on wellness and fulfilling the demand for healthier travel. The logo consists of the word 'EVEN' in large, colorful letters (E: orange, V: blue, E: green, N: brown) followed by 'HOTELS' in smaller, grey letters.

the first mainstream hotel demand for healthier travel.

  
- The following month, IHG unveils the first upscale international hotel brand designed with  the Chinese traveller in mind, HUALUXE™ Hotels and Resorts. The logo features a red square icon with white Chinese characters above the text 'HUALUXE HOTELS AND RESORTS' and '華邑酒店及度假村'.
  
- 2013 - IHG was the first in the industry to commit to free guest internet for all loyalty members worldwide.

**In Summary:**

InterContinental Hotels Group PLC informally InterContinental Hotels or IHG is a British multinational hotels company headquartered in Denham, UK. It is the largest hotel company in the world measured by rooms (with 675,982 as of December 2012), and has over 4,600 hotels across over 100 countries.

Its brands include Candlewood Suites, Crowne Plaza, Even, Holiday Inn, Holiday Inn Express, Hotel Indigo, Hualuxe, InterContinental and Staybridge Suites. Of the 4,602 hotels, 3,934 operate under franchise agreements, 658 are managed by the company but separately owned, and 10 are directly owned



INTERCONTINENTAL.  
HOTELS & RESORTS

The world's first truly international hotel brand, InterContinental Hotels & Resorts has five star properties located in more than 60 countries with local insight that comes from over 60 years experience. Each property offers its own distinctive style, from heritage elegance to urban chic and resorts on tropical shores, making it an ideal brand for travelers with discerning tastes.



INTERCONTINENTAL.  
HOTELS GROUP



HUALUXE  
HOTELS AND RESORTS  
華邑酒店及度假村

HUALUXE™ is dedicated to providing luxurious, close-to-nature surroundings and attentive, considerate service which help our guests achieve their accomplishments their way. We celebrate the essence of world-class Chinese hospitality underpinned by internationally renowned consistency.



HUALUXE  
HOTELS AND RESORTS  
華邑酒店及度假村



CROWNE PLAZA®  
HOTELS & RESORTS

At Crowne Plaza® Hotels & Resorts, we make sure that everything you need to succeed is right at your fingertips when traveling for business. Each property offers comprehensive meetings facilities, the Crowne Plaza Sleep Advantage®, 24 hour business services and fully-equipped fitness centers ensuring you can get your work done and be at the top of your game.



CROWNE PLAZA®



Now in major cities worldwide, Hotel Indigo® hotels are known for fresh design, personalized service and an endless ability to inspire through our distinctively local personality. Offering a genuine boutique experience with the reliability and benefits of a brand, each hotel is designed to reflect the sights, sounds and character of the neighborhoods where we're located. From the art on the walls to the locally influenced food and drink.



HOTEL  
indigo.

hotelindigo.com



The EVEN™ Hotels brand offers a fresh perspective on travel to wellness-minded guests. Throughout their travel journey, we help guests Keep Active, Rest Easy, Eat Well, and Accomplish More so they can find the balance they seek while away from home. Wellness-savvy staff and modern, natural spaces enable guests to maintain their routines by providing uplifting choices, calming influences, and healthier options - on their terms.



*Holiday Inn*

Fresh, modern and better than ever. Today's Holiday Inn® hotels offer a comfortable, familiar atmosphere where guests can relax and enjoy amenities such as free high speed internet, restaurants, fitness centers and comfortable lounges - plus kids eat and stay free. The perfect mix of business and pleasure for today's comfort-seeking traveler.



*Holiday Inn*



The smart choice for travelers who need a simple, engaging hotel to rest, recharge and get a little work done. Whether you're on the way to somewhere or with us for a week, you'll like that Holiday Inn Express® hotels provide just the things that you need most and nothing more.



Family fun and relaxation from the name you know and trust. Located in key family vacation destinations around the world, the Holiday Inn Resort® brand puts you in the middle of the fun. Every resort features a pool, activities and live entertainment, so everyone in the family can make the most of their vacation with us.





Making a vacation memorable is easier than ever in these family-style villas located in top U.S. destinations. Room for everyone and home-away-from-home amenities create a great jumping off point close to area attractions. It's the opportunity for an experience your family and friends will return to again and again.



Spacious suites with fully equipped kitchens and roomy workstations help you settle in and get things done. Plus, the complimentary hot breakfast buffet, free Wireless Anywhere and The Social evening receptions get you going and keep you connected in every way.



With a focus on comfort, space and value, Candlewood Suites® hotels offer studio and one-bedroom suites with more space to stretch out and relax. Fully equipped kitchens, large work areas and free laundry mean you'll feel completely at home, no matter how long your stay.



Earning points is effortless. Redeeming points is simple. Use them on anything from flights to merchandise, gift cards to hotel Reward Nights, which now count toward Elite status. Enjoy benefits like Free Internet, and Fast Track to Elite. Convenience is key and so you can use your points to book and stay virtually anywhere, even at competitors' hotels.

