



# Welcome

15 May 2017

IHG<sup>®</sup>

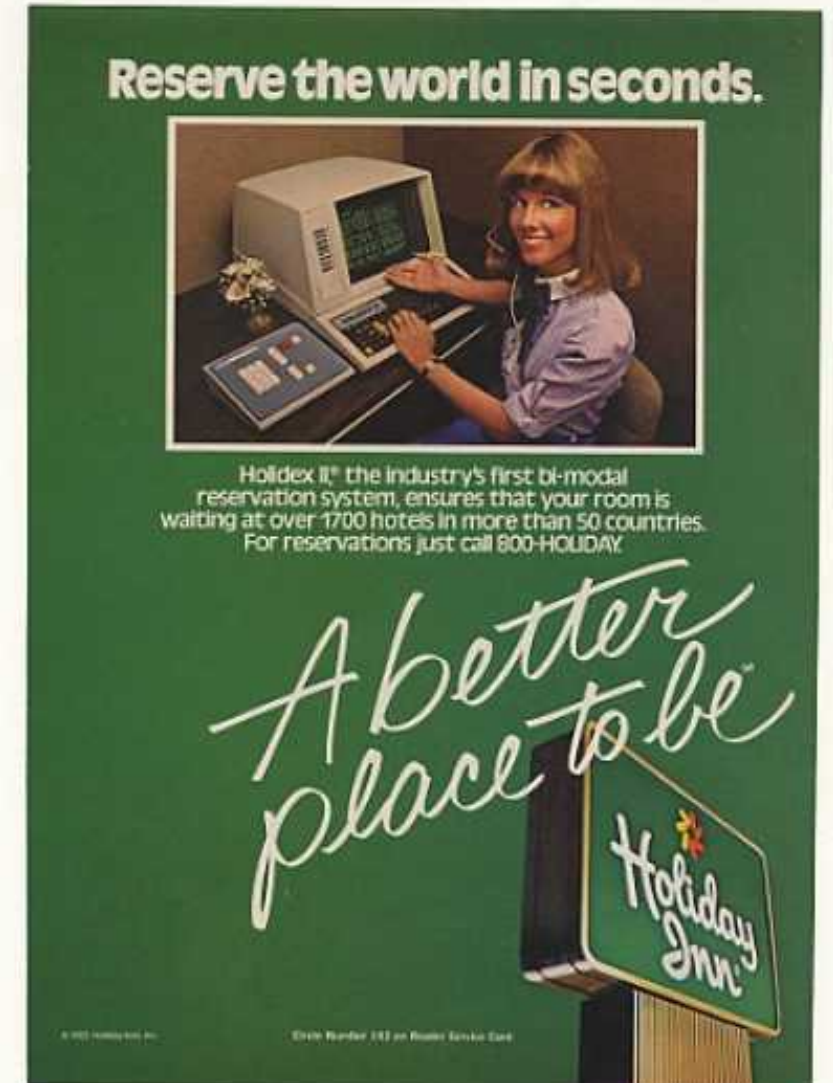
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# IHG has a history of innovation and making smart investments in RM Technology

1964

## Holiday Inn

HOLIDEX®, the first of the hotel Central Reservation Systems (CRS)





# IHG has a history of innovation and making smart investments in RM Technology

1994

## HIRO

Holiday Inn Reservation Optimizer launches as the first proprietary RMS



2007

## PERFORM

IHG® launches PERFORM



2009

## PRICE OPTIMIZATION

And becomes the first hotel company to launch an award winning proprietary Price Optimization module



# IHG has a history of innovation and making smart investments in RM Technology



2014

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## GUEST RESERVATION SYSTEM

IHG® and Amadeus announce the development of a next-generation Guest Reservation System. The new cloud-based community model will be a first for the hotel sector.

**amadeus**

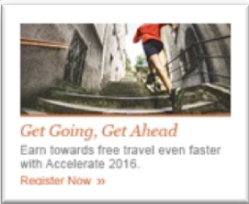
# We have a leading and innovative Digital business, driving direct revenue and profitability across the guest journey

DREAM

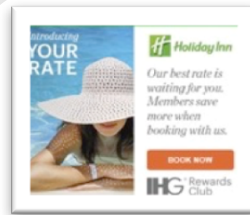
PLAN

BOOK

STAY



Segmented &  
Personal  
Communications



Data-driven  
Programmatic  
Marketing



Industry-leading  
Websites  
& Apps



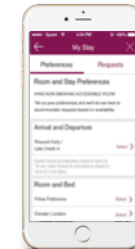
Mobile  
Current Charges



Social  
Marketing

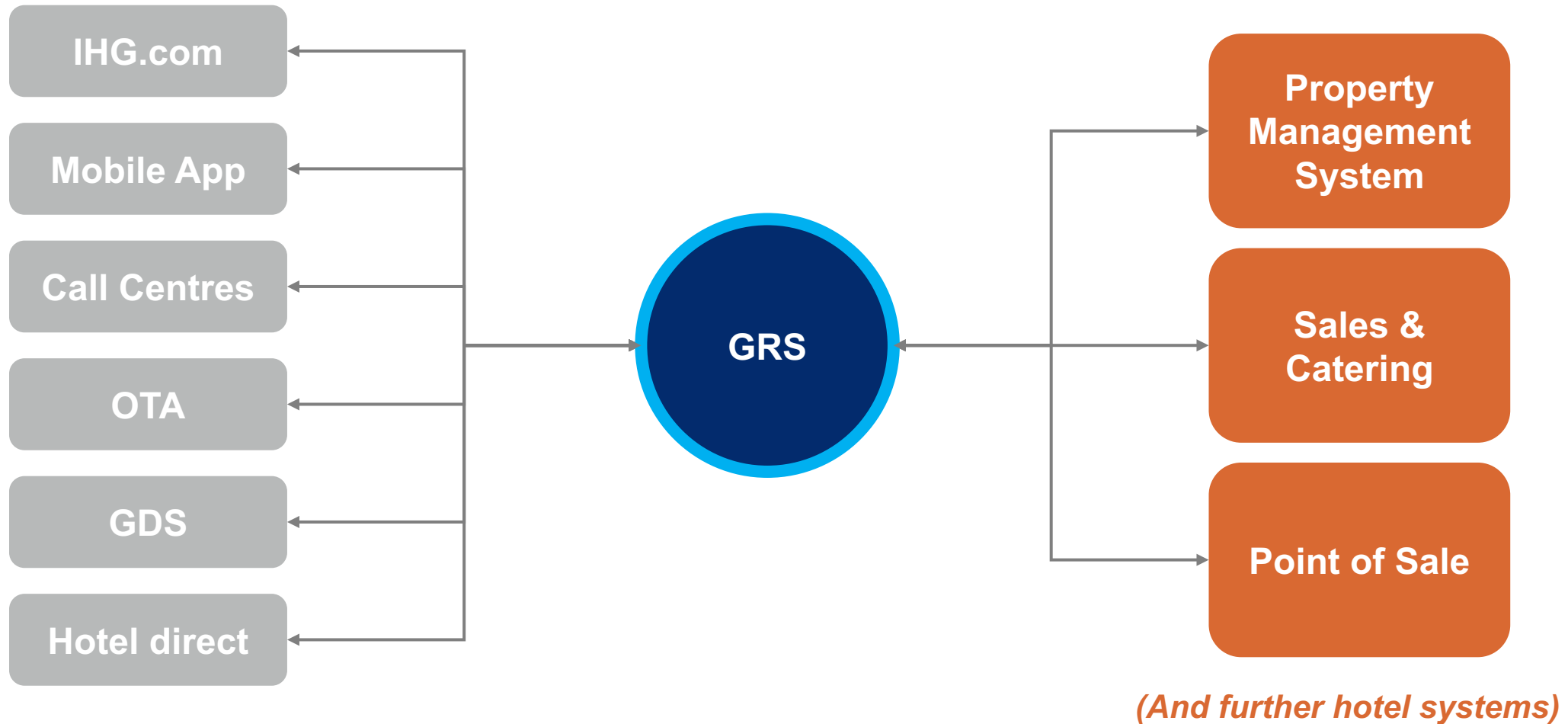


Performance  
Marketing

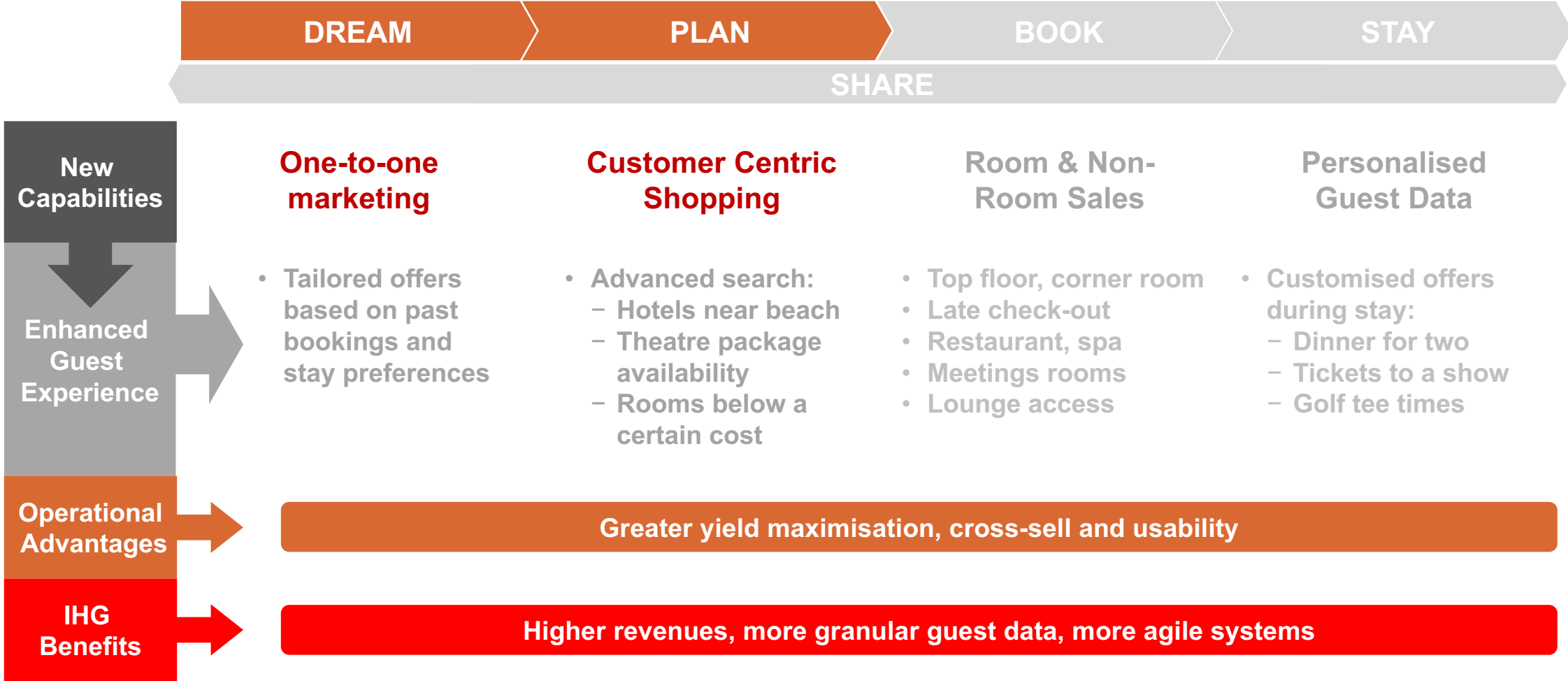


Stay  
Preferences

## Guest Reservation System provides availability and pricing from hotel systems to marketing and booking channels



# GRS will enhance our offer right across the Guest Journey



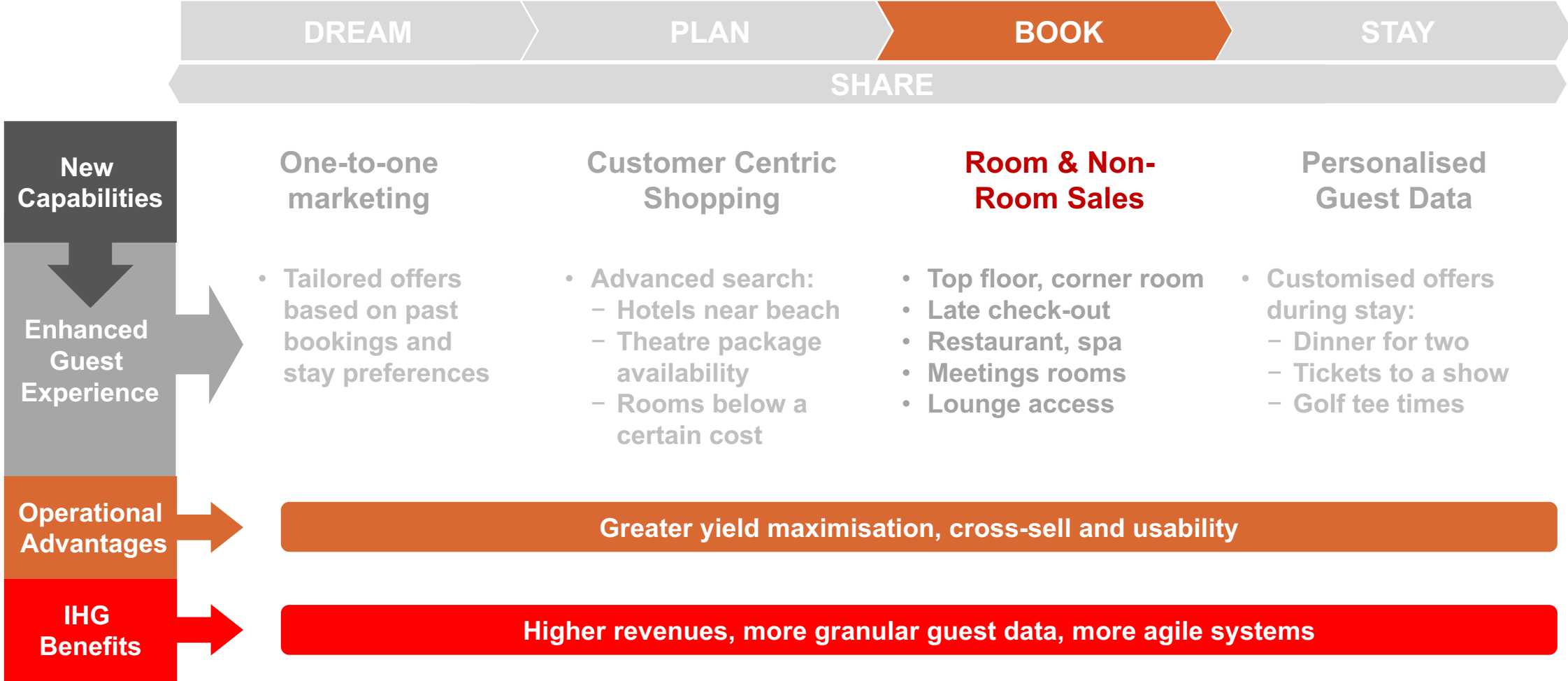
We will be able to serve guests in the Plan stage with far more search flexibility



Search type	Guest need	Results returned
Location & Attribute	<i>“Which San Diego hotels offer ocean view rooms?”</i>	<ul style="list-style-type: none"><li>• Hotels with that attribute</li><li>• List with teaser rates</li></ul>
Location, Date, Price	<i>“I want to pay less than \$150 for a room in DC next week”</i>	<ul style="list-style-type: none"><li>• List of hotels with availability at that price point</li></ul>
Property and Package	<i>“I want the Theatre Time Out package at Paris Le Grand ”</i>	<ul style="list-style-type: none"><li>• Availability calendar for that promotion/package</li></ul>
Date and Attribute	<i>“I’d like a beachfront room somewhere over Easter”</i>	<ul style="list-style-type: none"><li>• Hotels by location with that attribute &amp; availability</li><li>• List with teaser rates</li></ul>

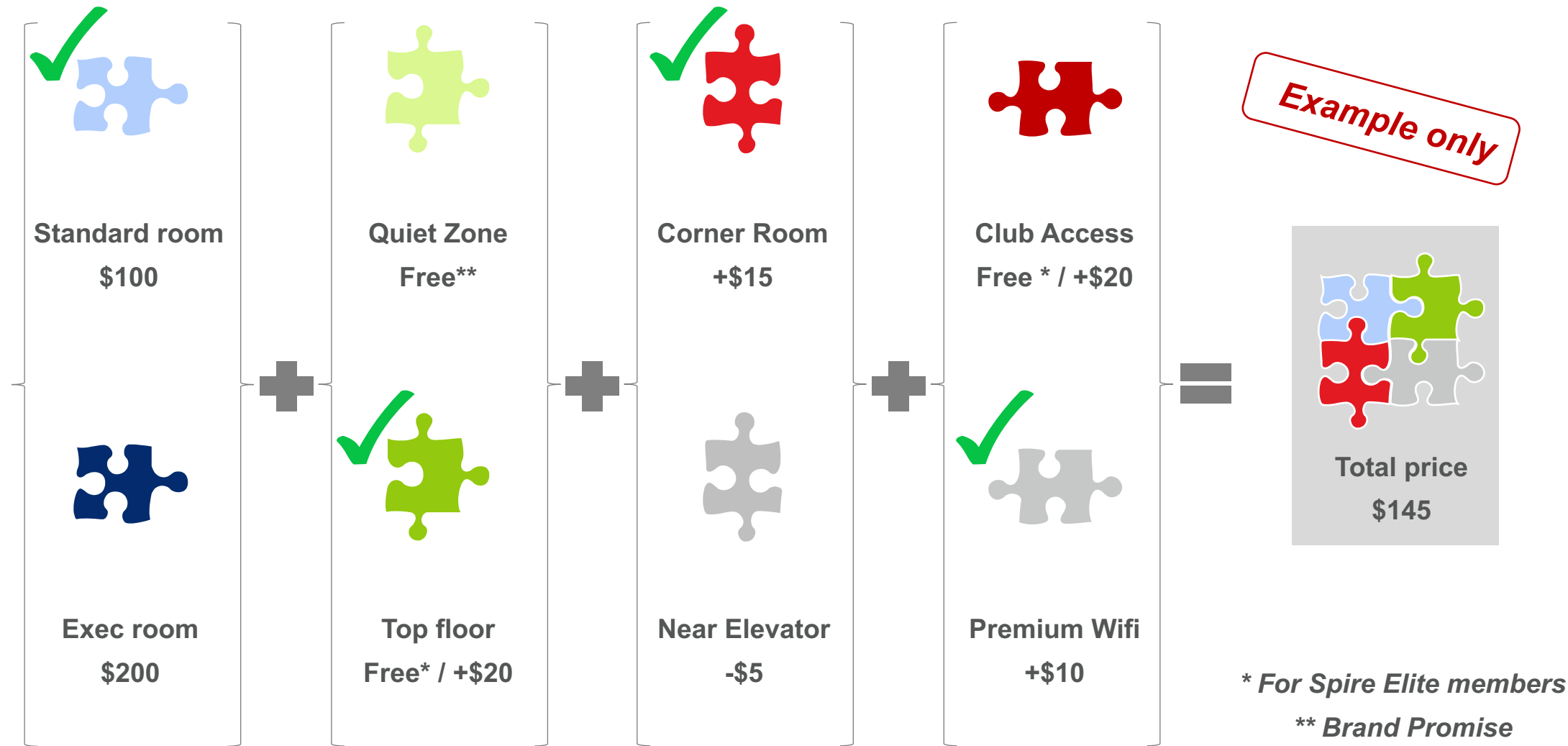


# GRS will enhance our offer right across the Guest Journey

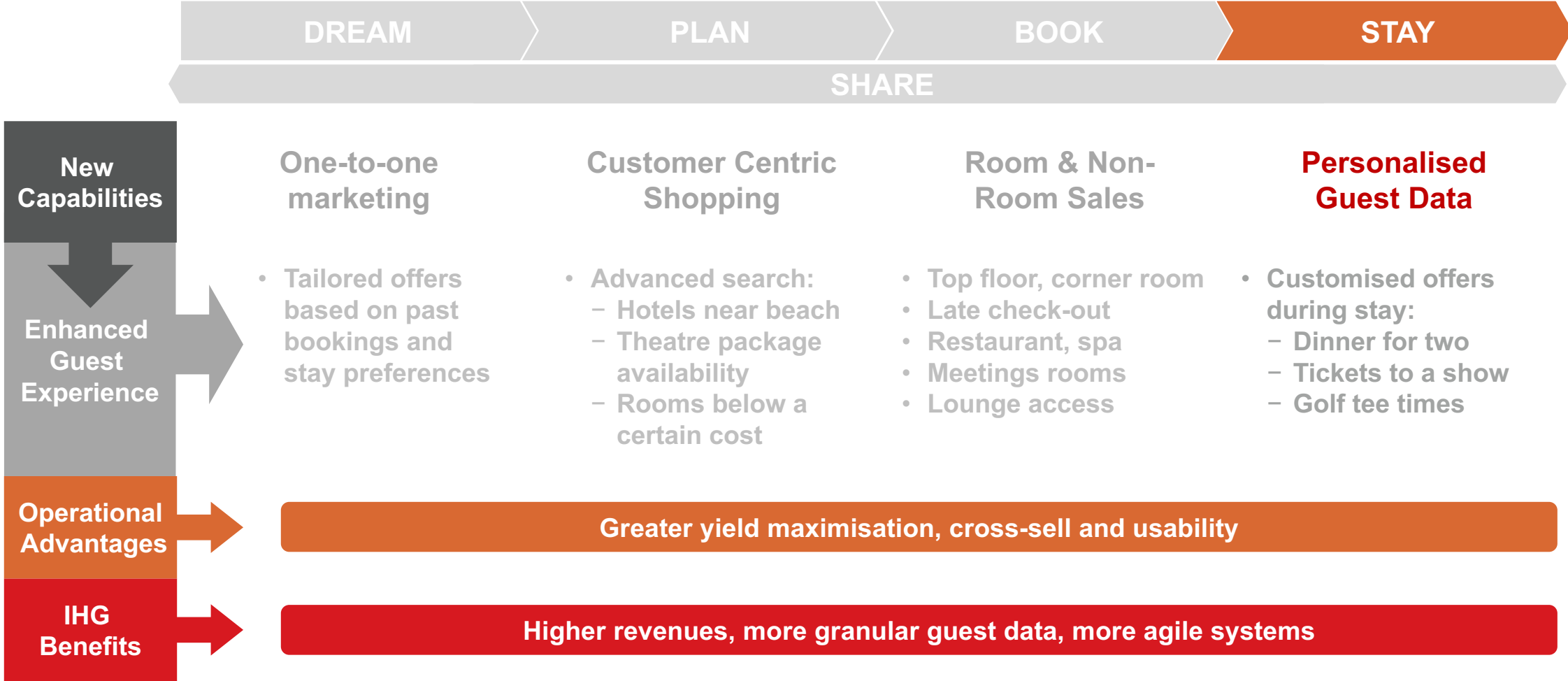


In the future we will be able to tailor and price our offer accordingly, informed by past booking behaviours

BOOK



# GRS will enhance our offer right across the Guest Journey



# **We have a world-class partner in Amadeus as we shape the future of industry reservations systems**

The Amadeus logo is displayed in a blue, lowercase, sans-serif font. The letters are bold and evenly spaced, with a slight shadow effect behind the text.

**World-leading expertise**

**Launch partner for BA and Qantas reservation and ticketing systems**

**Shares IHG's vision for future of industry reservation systems**

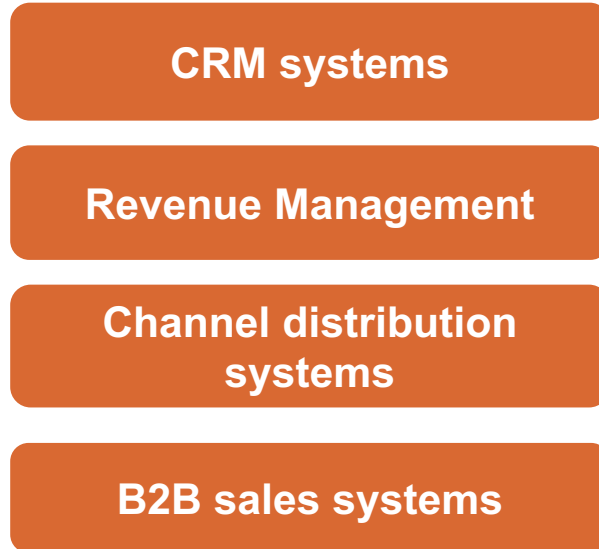
- **IHG & Amadeus: defining the future of industry reservations systems**
- **Amadeus is a highly experienced partner - will build and maintain GRS**
- **Community model builds scale around a commoditised process**
  - **IHG has “first mover” advantage**
  - **Supportive of community model**

# GRS offers significant benefits for IHG, given our advanced, proprietary systems

**amadeus**



- Categorise inventory better & display additional room types



- Greater personalisation of offers and upgrades
- Enables upselling at various points in Guest Journey
- Better yield management capabilities



# Our new systems will add value for owners, hotels, guests, and IHG

## IHG Commercial Strategy

- **Simplify delivery** of products and services
- **Speed to market** for key initiatives
- **Sell** the entire **guest experience**



## Consistent Guest Experience

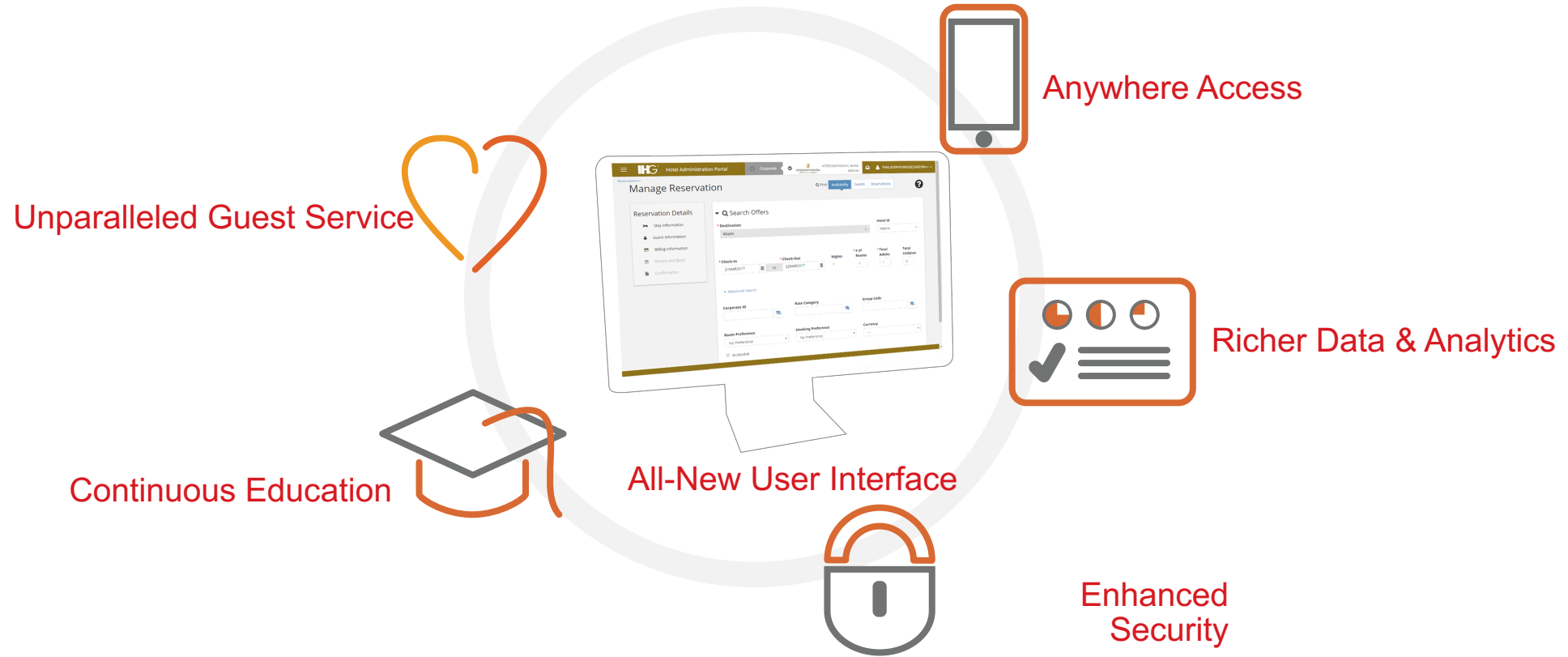
- **Consistent Brand** and **richer Guest Experience** across hotels



## Improved Owner Value

- Compelling **Owner Value Proposition**
- Single provider / **one-stop support** model (IHG)
- Better **enable** and **empower staff** to perform
- Streamlined, **best-in-class** system user experience

# For hotels: a streamlined, best-in-class user experience and increased profitability



**After extensive testing, we will start a multi-year rollout this year!**



*Growing sophistication and benefits*

**We are on a journey to deliver true hospitality - GRS is just the beginning.....**



**Guest  
Reservation  
System**



**Revenue  
Management  
Platform**



**Hotel  
Management  
System**



**Additional Key  
System  
Enhancements**

