

IHG Hotels & Resorts launches IHG One Rewards

- A Monitor Desk Report

Date: 19 April, 2022



As it welcomes guests to the next chapter of travel, IHG Hotels & Resorts is debuting a new global loyalty programme: IHG One Rewards. With nearly 6,000 hotels in over 100 countries, IHG Hotels & Resorts has been hard at work while the world was on hold – building its portfolio, repositioning itself in the industry with exciting new brands and partnerships, investing significantly, and taking loyalty to new heights.

Today, as travellers pack their bags, dreaming of their vacations or the satisfaction of successful business trips, IHG One Rewards, centred around its guests, gives them richer benefits, more ways to earn, and a new premier credit card, all powered by leading technology on its new mobile app.

The reimagined programme connects IHG One Rewards members to IHG Hotels & Resorts' growing portfolio of 17 brands, including one of the largest luxury and lifestyle collections in the world. The launch of IHG One Rewards follows the announcement in January 2022 of the programme's new tier and bonus point earning structure – designed to help members earn more points faster and have more ways to use them.

In the coming weeks, IHG Hotels & Resorts will also roll out the new IHG One Rewards mobile app, which will power IHG One Rewards and put the loyalty experience in the palm of guests' hands. The app is a key element to IHG One Rewards and sets a foundation for future growth. The new, modern experience is more personalised, offers streamlined booking and allows members to stay informed, check-in faster, stay connected to the hotel and travel with flexibility. IHG One Rewards members will be prompted to update their app on their device either

through the Apple App Store or Google Play Store.

“This is one of the largest and most comprehensive investments that IHG Hotels & Resorts has made in recent years. It’s also the biggest development we’ve made in the loyalty space since introducing the industry’s first loyalty programme. We’re truly transforming guest experiences by giving our loyalty members more of what they want, more value and exciting benefits individually delivered via new technology with our new mobile app. Built on feedback from our guests, hotel teams and owners, IHG One Rewards has a fresh look and feel and puts guests in control of their journey. It recognises that no two members are the same and celebrates it – allowing guests to travel, and mark milestones, their own way. Every day, we welcome more guests to our hotels, and while a love of travel is universal, the reasons and ways people travel differ. With IHG One Rewards, our members can create the rewards that are right for them,” said Claire Bennett, Global Chief Customer Officer, IHG Hotels & Resorts.

The new tier and bonus point earning structure started April 13, 2022 and will be reflected in all member accounts by April 17, 2022. All member benefits – including the launch of Milestone Rewards – will become available for members in early June 2022.

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