



IHG[®] Hotels
& Resorts

GINGER TAGGART
VICE PRESIDENT, GLOBAL LUXURY BRANDS

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A woman with dark hair and a large, ornate earring is shown in profile, looking towards the right. She is wearing a dark, textured garment. The background is a dimly lit, elegant interior with warm, golden light reflecting off surfaces, possibly a chandelier or a wall. The overall mood is sophisticated and luxurious.

THE LUXURY MARKET

THE LUXURY MARKET
THE CHANGING WORLD OF LUXURY



THE LUXURY MARKET

Both traditional and emerging consumers are under-served
and are demanding new values from luxury brands.

45%

of **luxury shoppers** are millennials,
characterized by a distaste for
conspicuous consumption and
a desire for **value with values**.

Tom Hardy – The Future Laboratory

53%

of millennials choose a **luxury
experience over a product**.

Deloitte

61%

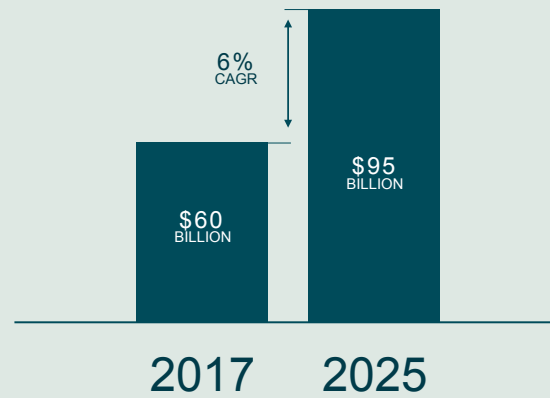
of millennials surveyed
choose either **full or selective
luxury travel**.

L.E.K. Consulting and Skift

THE LUXURY MARKET

The luxury accommodations segment is growing fast and projected to reach \$95 billion globally by 2025 – driven largely by increased consumer spending on experiences.

GLOBAL LUXURY SEGMENT
2017–2025 (IN USD)



55% of what consumers spend globally on luxury is spent on luxury experiences.

BOSTON CONSULTING GROUP



INTERCONTINENTAL[®]
HOTELS & RESORTS

KIMPTON[®]
HOTELS & RESTAURANTS



SIX SENSES
HOTELS RESORTS SPAS

REGENT[™]

Leader in Unforgettable
Luxury Experiences



Kimpton Fitzroy London

IHG Luxury Portfolio

Open Luxury Properties / Rooms:



INTERCONTINENTAL
HOTELS & RESORTS

205/69,436

KIMPTON®

HOTELS & RESTAURANTS

69/13,470



SIX SENSES
HOTELS RESORTS SPAS

18/1,448

REGENT

6/2,003



INTERCONTINENTAL[®]
HOTELS & RESORTS







SIX SENSES
HOTELS RESORTS SPAS



ABOUT SIX SENSES

Background

- Six Senses is one of the world's leading operators of top-tier luxury hotels, resorts and spas, with a globally renowned reputation for wellness and sustainability
- Properties in some of the world's most desirable locations –from the Maldives and the Seychelles, to Yao Noi in Thailand, Oman's Zighy Bay and Portugal's Douro Valley



China, Six Senses Qing Cheng Mountain

Awards



Top Hotel Brand
Travel + Leisure, US
World's Best Hotel
Brand Award three years
12 in row (2017, 2018,
2019)



Editors' Favourite
Hotels in the World
(Douro Valley)
Conde Nast Traveller,
US – 2018 Gold List

The Telegraph

Best Hotel Group
The Telegraph, UK
Travel Awards



KIMPTON HOTELS & RESTAURANTS

KIMPTON[®]
HOTELS & RESTAURANTS



KIMPTON SEAFIRE RESORT, GRAND CAYMAN

LUXURY INSIGHTS

AN INSIDERS LOOK INTO CRAFTING A LUXURY EXPERIENCE:
PUTTING IT INTO PRACTICE



INTERCONTINENTAL HOTELS &
RESORTS

- **Named the World's Leading Hotel Brand for the 12th time at the World Travel Awards in 2018**
- **KPMG Nunwood US Customer Experience Excellence Analysis**
- **Business Traveler Awards' Best Business Hotel Chain Worldwide**



KIMPTON HOTELS &
RESTAURANTS

- **Glassdoor's "2019 Best Places to Work"**
- **Forbes' "The Best Employers for Diversity 2019"**
- **Fortune's "100 Best Companies to Work For" (2011-2019)**
- **Human Rights Campaign's "Corporate Equality Index" (2004 – 2019) Recipient of 100% Score**



SIX SENSES

- **Named World's Best Hotel Brand for three years in a row (2017-2019) by Travel + Leisure, US**
- **Best Hotel Group, UK Travel Awards (The Telegraph, UK)**

AN INSIDERS LOOK INTO CRAFTING A LUXURY GUEST EXPERIENCE:
KEY SECRETS OF SUCCESS

DEEP DIVE INTO
A BRAND'S
HERITAGE BUT INFUSE
MODERN RELEVANCE



SET OUT TO CREATE A
LUXURY *GUEST* JOURNEY



GATHER UNIQUE INSIGHTS
– THINK BROADLY ABOUT
INFLUENCERS



PLACE *VALUE*
ON VALUES



A woman with short dark hair, wearing a long, textured brown coat, stands in a modern interior space. She is positioned in front of a large window with a wooden frame, looking back over her right shoulder towards the camera. She is holding a dark-colored bag with a strap. The background shows a bright, slightly blurred outdoor scene with a blue wall and some greenery.

REGENT

HOTELS & RESORTS

A woman with dark hair, wearing an orange dress, stands in profile at a dark wood bar counter. She is holding a small bouquet of pink flowers. The background features a wall with a complex, dark, geometric pattern on a light-colored grid. To the left, there are blue-tinted architectural elements, possibly part of a staircase or ceiling structure. The overall lighting is soft and modern.

THE REGENT[®] STORY

THE REGENT STORY

A PIONEER IN LUXURY

When the Regent brand was founded over 40 years ago, it marked the beginning of modern luxury.

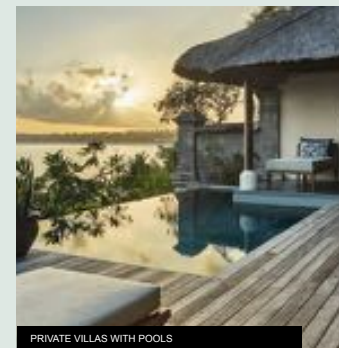
Regent Hotels was the pioneer in hotel design with bold firsts, setting the ultimate standards that continue to live across luxury hotel brands today.

It was the first hotel brand to offer private villas with pools, island reception desk, sunken bathtubs and five-point bathroom suites in every guestroom.



With a legacy of innovation, extraordinary views, landmark destinations and exceptional service, the Regent brand has returned to redefine luxury once more.

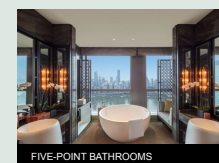
THE FIRST BRAND TO OFFER...



PRIVATE VILLAS WITH POOLS



SUNKEN BATHTUBS



FIVE-POINT BATHROOMS



ISLAND RECEPTION DESKS

THE REGENT STORY

Positioned at the top of IHG's luxury portfolio, this legendary brand is redefining luxury hospitality through innovation, design and a deep understanding of the new luxury guest.

REGENT® HOTELS
LOCATIONS



BEIJING
496 ROOMS AND SUITES



BERLIN
195 ROOMS AND SUITES



CHONGQING
198 ROOMS AND SUITES



PORTO MONTENEGRO
149 ROOMS AND SUITES



SINGAPORE
440 ROOMS AND SUITES



TAIPEI
538 ROOMS AND SUITES

REGENT® HOTELS
TARGET DESTINATIONS

The brand will expand to the world's most dynamic cities
and awe-inspiring resort destinations.





PHU QUOC
HOTEL & RESIDENCES

120 rooms and suites
178 Sky and Land villas

OPENING 2020



REGENT® HOTELS
PIPELINE PROPERTIES

HONG KONG
HOTEL

OPENING 2022



BALI CANGGU
HOTEL

140 suites and 10 villas

OPENING 2021

JAKARTA
HOTEL & RESIDENCES

126 rooms and suites
97 residences

OPENING 2022

REGENCY HOTELS
PIPELINE PROPERTIES

CHENGDU
HOTEL

280 rooms and suites

OPENING 2022

KUALA LUMPUR
HOTEL

250 rooms and suites

OPENING 2023

BOSTON
RESIDENCES

477 residences

OPENING 2019

REGENT® HOTELS

THE REGENT GUEST

THE REGENT® GUEST
THE ESTABLISHED ELITE

Regent guests seek balance in life not through their status, but through experiences they see as important to their lives, their legacy and those around them. They are self-actualized and seeking to maintain their current state and reconnect with life's beauty.



PAN-GENERATIONAL, GENDER NEUTRAL – THE “1%”
POST STATUS – LUXURY AS A WAY OF LIFE
UNDERSTAND “SEEN” AND “UNSEEN”
DESIRE TO BE AROUND OTHERS OF THEIR CALIBRE
FOCUSED ON FUTURE IMPACT & LEGACY
MATURE ENOUGH TO RECOGNIZE BALANCE IS KEY

BOTTEGA
VENETA



A woman's profile is shown in a dark, moody setting. She is looking towards the right, and a light source behind her creates a soft glow on her face and hair. She is wearing a large, dark, textured earring. The overall atmosphere is elegant and sophisticated.

REGENT® HOTELS

A LEGEND REBORN



BRAND AMBITION
– ELEVATING ABOVE THE NOISE



The What

Brand Pyramid:
Guest Experience
Roadmap

The How



EMOTIONAL INTENT
– UPLIFTED



BRAND PROMISE
– SUBLIME HAVEN

The background of the slide is a blurred photograph. In the foreground, the profile of a woman's face is visible, looking towards the left. Behind her, a harbor scene is visible with several sailboats docked at a pier. In the distance, there are mountains under a cloudy sky. The overall color palette is muted, with blues, greys, and soft oranges.

KEY INPUTS
INTO THE
BRAND'S RELAUNCH

THE REGENT® BRAND
REPOSITIONING THE BRAND



SERVICE PHILOSOPHY



DESIGN SIGNATURES



STRATEGIC PILLARS

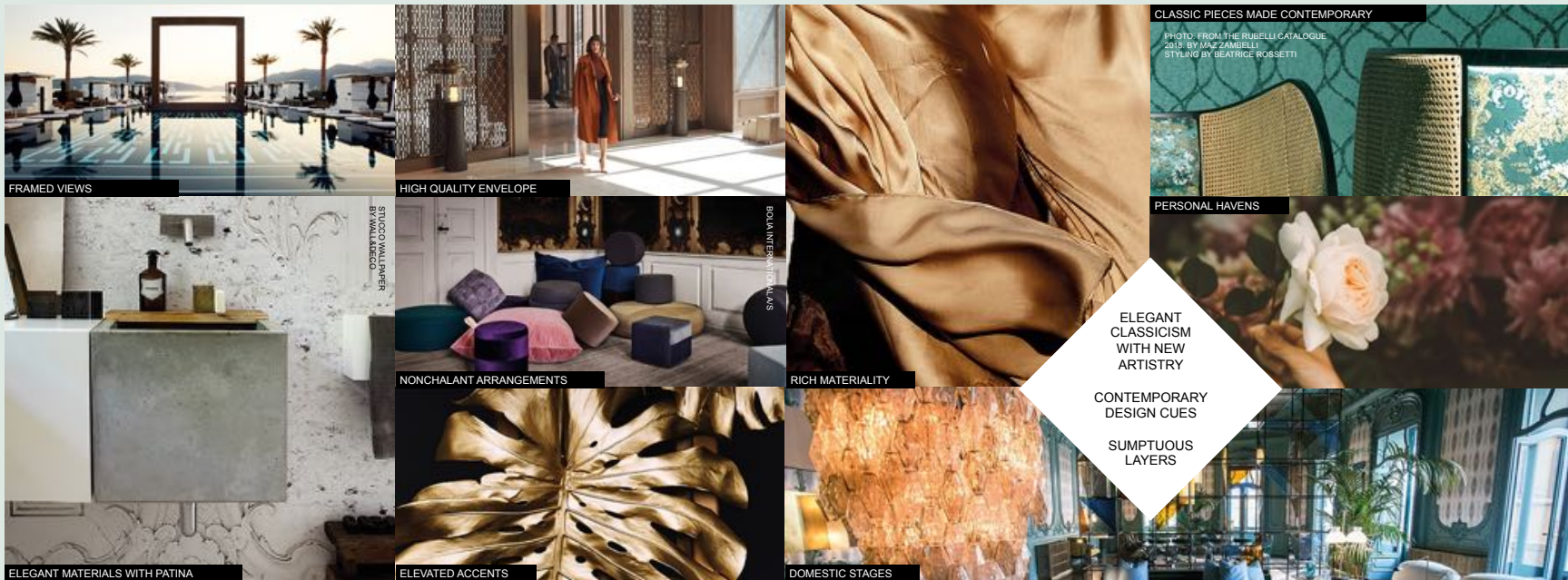


BRAND HALLMARKS



THE REGENT® BRAND
DESIGN PHILOSOPHY

Discreet opulence redefines luxury tropes with nuanced contemporary design cues building upon a timeless base with expressive, yet seemingly effortless delights and imaginative extravagances that instil a touch of bliss at just the right moments.



THE REGENT® BRAND
DESIGN LAYERS

The design style is brought to life through three distinct layers.

BASE LAYER
SERENE
50%



An elegant and tranquil backdrop.

CONTRAST LAYER
UNEXPECTED HARMONY
40%



An expressive, seemingly effortless
& intimate perspective on luxury.

DYNAMIC LAYER
DECADENCE
10%

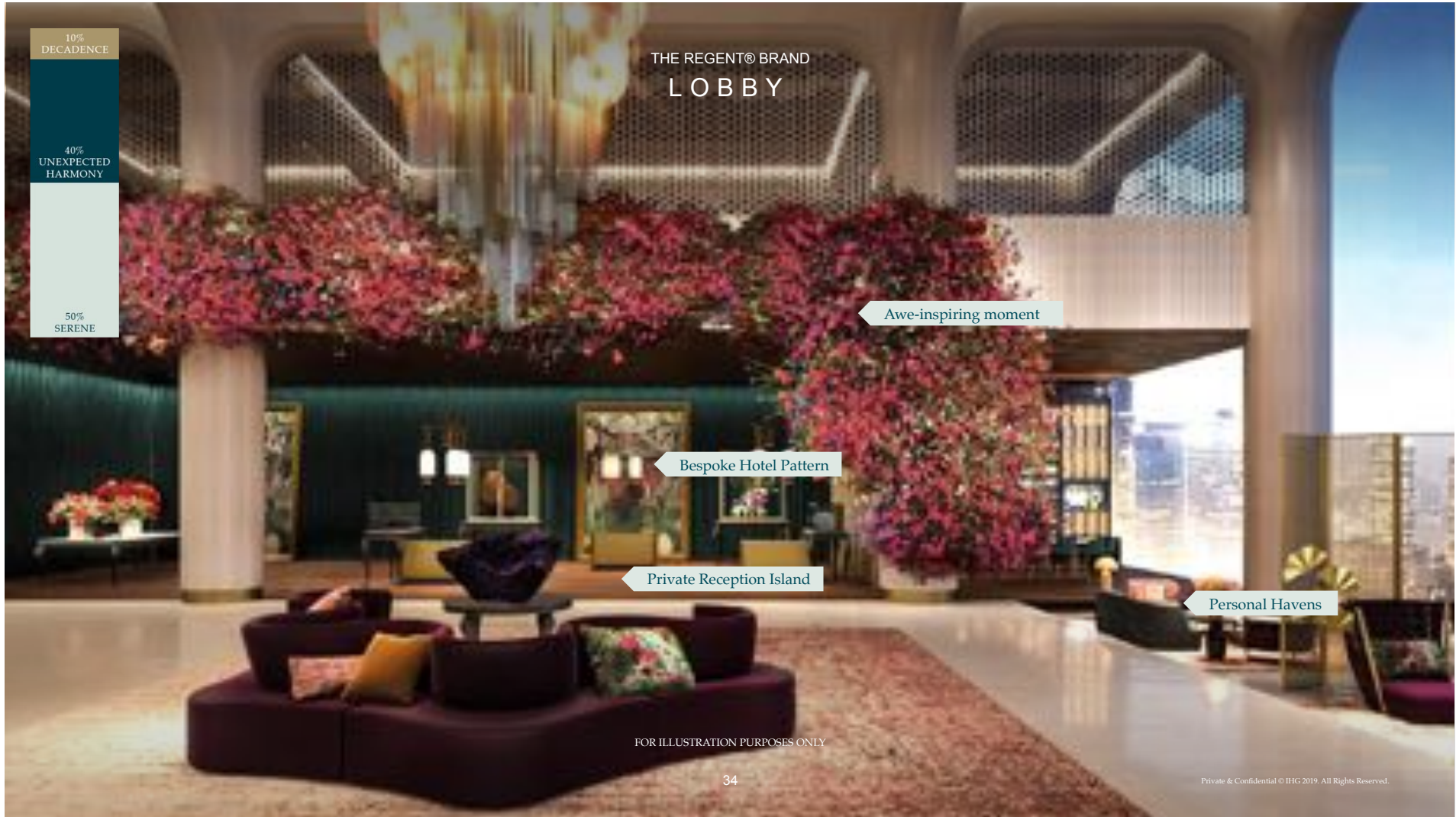


Captivating, memorable and
imaginative extravagances.

THE REGENT® BRAND
 DESIGN LAYER PROPORTIONS
 BY TOUCHPOINT



DESIGN LAYER GUIDELINE, AND WILL VARY IN ACCORDANCE TO MARKET AND HOTEL.



THE REGENT® BRAND
LOBBY

10%
DECADENCE

40%
UNEXPECTED
HARMONY

50%
SERENE

Awe-inspiring moment

Bespoke Hotel Pattern

Private Reception Island

Personal Havens

FOR ILLUSTRATION PURPOSES ONLY

THE REGENT® BRAND
GUESTROOM

20%
DECADENCE

50%
UNEXPECTED
HARMONY

30%
SERENE

Bespoke Hotel Pattern

Framed Views

Ritual of Dressing Area

Personal Haven

FOR ILLUSTRATION PURPOSES ONLY

THE REGENT® BRAND
OASIS BATHROOM

50%
DECADENCE

20%
UNEXPECTED
HARMONY

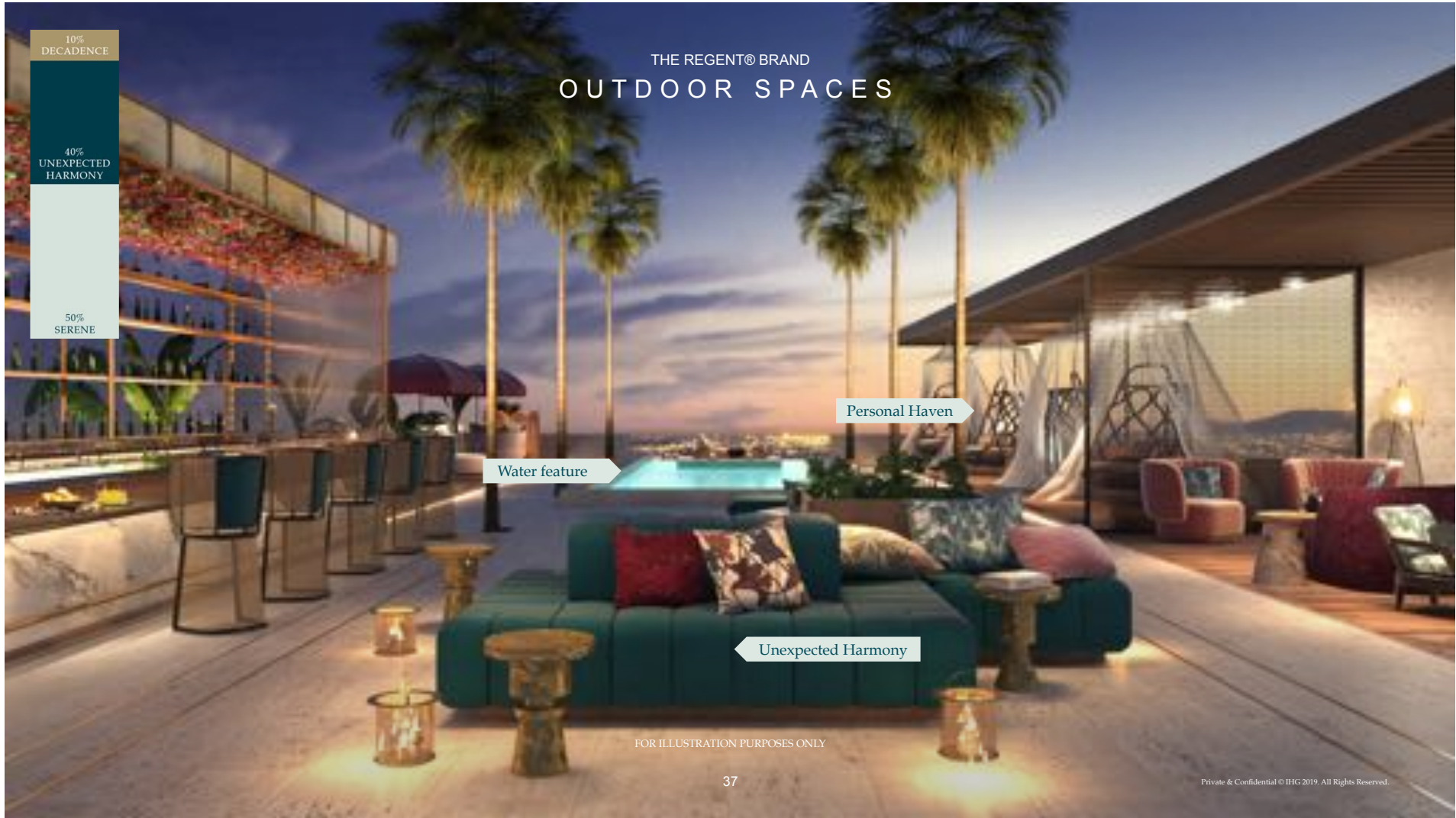
30%
SERENE

Bespoke Hotel Pattern

Customized bath products
from the Regent bath menu

Personal Haven

FOR ILLUSTRATION PURPOSES ONLY



10%
DECADENCE

40%
UNEXPECTED
HARMONY

50%
SERENE

THE REGENT® BRAND
OUTDOOR SPACES

Water feature

Personal Haven

Unexpected Harmony

FOR ILLUSTRATION PURPOSES ONLY

THE REGENT® BRAND



*“The unexpected harmony within the Regent design feels very human and personal.
It suggests that it is almost perfect but allowing for an element of creativity.
This is important in timeless design.”*

STEFAN SIELAFF,
DESIGN DIRECTOR – BENTLEY



REGENT® HOTELS

VISUAL IDENTITY

VISUAL IDENTITY
INSPIRATION

ICONIC
VIEWS



Influenced Design Signature:
Awe-Inspiring Moments



CINEMATIC
LINKS



Influenced new photography



LUCKIEST HOTEL
IN THE WORLD



Influenced new custom pattern based
on legends of Kowloon Dragons



VISUAL IDENTITY
COLOR RATIOS

BASE PALETTE



SIGNATURE BRAND COLOR



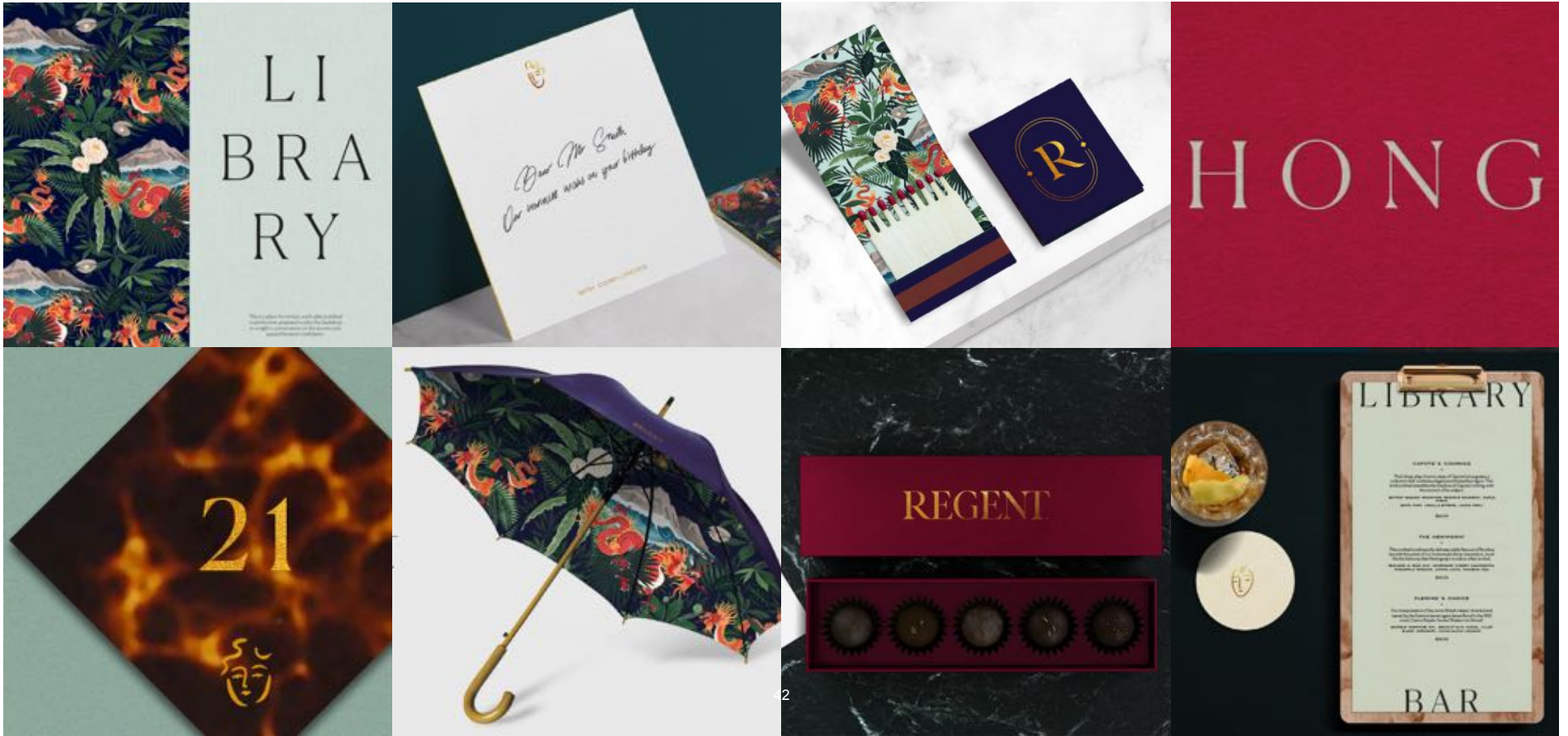
DECADENT ACCENTS



← SERENE

→ DECADENCE

VISUAL IDENTITY
IN ACTION



THE REGENT® DISTINCTION

THE REGENT HALLMARKS

THE REGENT® BRAND
BRAND HALLMARKS



PERSONAL HAVENS

Breath-taking outside spaces or an intimate corner in a guest room, these spaces are as much moments in time as they are sublime physical spaces.



THE TASTE STUDIO

An immersive showcase of innovation and collaboration from emerging culinary talent and creative spirits to create an elevated multi-sensory and cultural dining experience.



WITH COMPLIMENTS

A new benchmark in luxury hospitality where services such as laundry, pressing and mini-bar are included as a matter of course.

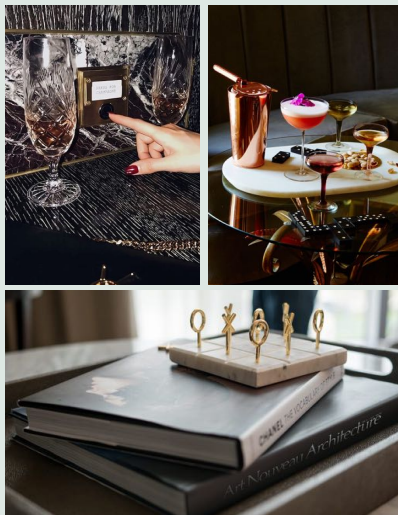


EXPERIENCE AGENT

An elevated experience of personal service - from pre-stay to departure - delivered by one point of contact.

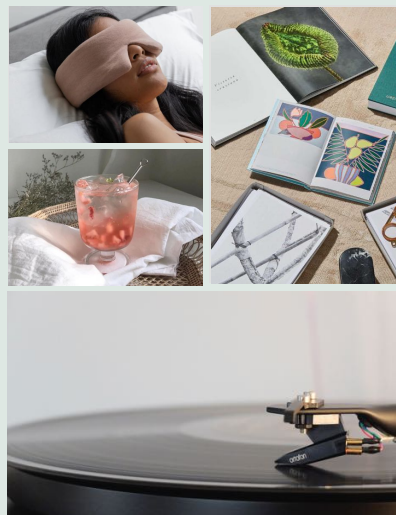
THE REGENT® DISTINCTION

PERSONAL HAVEN IDEAS FOR ON-PROPERTY MOMENTS



LOBBY

A cosy corner with an oversized chair and curated reading list. Beverages or grazing platters are offered by means of the signature “Press for Champagne” button.



GUESTROOM

A day bed by the window for guests to rest with a meditation mask listening to a customized playlist or indulge with a mini facial kit and bite-sized canapés.



BATHROOM

A soaking tub with bath oils and a personalized movie list perfectly complemented by a favourite tea or champagne.



OUTDOOR SPACES

Sunset or stargazing experience on the terrace with warm blankets and binoculars whilst oysters are shucked tableside.

THE REGENT® BRAND



*“People these days are so busy, they treasure quiet moments to relieve the pressure.
Creating a personal haven for the guest is really special and unique.
I haven’t seen this done before.”*

APRIL HSU,
MANAGING DIRECTOR – SHANGLIU TATLER



THE REGENT® DISTINCTION

THE TASTE STUDIO

A dedicated, interactive showcase kitchen, the Taste Studio is a platform and incubator for creative teams of emerging chefs, musicians, painters, and others. Encouraging unique partnerships across industries and creates multi-sensorial experiences that are ever-evolving.



THE REGENT® DISTINCTION

WITH COMPLIMENTS

Luxury should not be about small surcharges but rather about ensuring an uplifting experience. This Regent hallmark introduces a new benchmark in luxury hospitality where services such as laundry for gym kits, first pressing and mini-bar are included as a matter of course and filling of forms are eliminated for a frictionless experience.

THE REGENT® DISTINCTION

THE REGENT EXPERIENCE AGENT

The Regent Experience Agent is a single point of contact for both guests (hotel, restaurant, and meeting patrons) and their Personal Assistants.

A revolutionized hotel position, the Experience Agent works with guests and/or their Personal Assistants to anticipate needs and curate experiences. Guests may choose to communicate in-person or via a technology platform.

The Experience Agent is empowered to make anything happen, even if it falls outside of a traditional hotel purview.

◆
Phase II will include a portal/app for Personal Assistants.



And, our story begins...

