

TRAVEL AND HOSPITALITY

IHG streamlines, enhances loyalty program for travelers

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IHG rebranded its loyalty program. Image credit: IHG Hotels & Resorts

By LUXURY DAILY NEWS SERVICE

Hospitality group InterContinental Hotels Group is revamping its loyalty program as travel demand surges.

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IHG Hotels & Resorts is introducing more benefits, more ways to earn, new credit card options and a new mobile app to its rebranded loyalty program. IHG One Rewards will connect members to the group's portfolio of 17 brands.

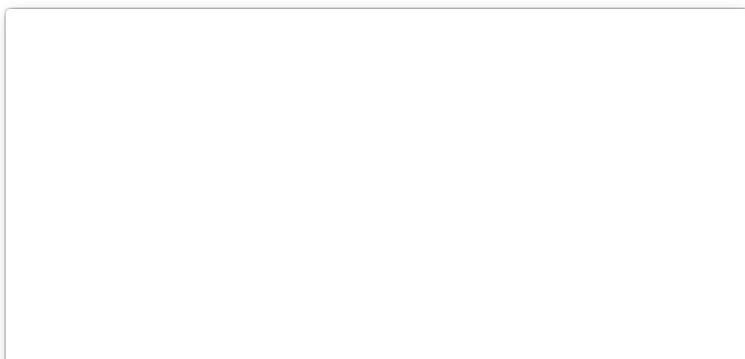
"This is one of the largest and most comprehensive investments that IHG Hotels & Resorts has made in recent years," said Claire Bennett, global chief customer officer at [IHG Hotels & Resorts](#), in a statement.

"It's also the biggest development we've made in the loyalty space since introducing the industry's first loyalty program," she said. "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."

Enhanced benefits

This week, IHG One Rewards introduced a new tier and bonus point earning structure that allows members to earn points and rewards faster.

Other added benefits include free breakfast for Diamond Elite members as a welcome amenity, reward night discount promotions, early check-in, late check-out and room upgrades at the elite tier and up.



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A post shared by InterContinental (@intercontinental)

IHG is promoting the loyalty program with a new campaign

The program is also introducing Milestone Rewards, allowing members with at least 20 nights stayed a choice from a selection of rewards every 10 nights, through 100 nights stayed. Options include points, suite upgrades and annual lounge memberships.

IHG also teamed with Chase to launch the IHG Rewards Premier Business Mastercard for small business owners, as well as enhance benefits for IHG Rewards Traveler and Premier Consumer Mastercard cardmembers.

This spring, the new IHG One Rewards mobile app will also be introduced. The experience is more personalized and offers more streamlined booking and faster check-in.

IHG also redesigned the loyalty program's logo, introducing a "One" icon to reflect the program's values of "One You" and "One Future" nods to individuality and sustainability.

The hospitality group is planning to welcome more than 50 new hotels to its luxury and lifestyle portfolio this year.

IHG expects to open new properties in destinations including Rome and Crans-Montana, Switzerland. Both the Six Senses and Regent brands are anticipating multiple new openings ([see story](#)).

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