

TRAVEL AND HOSPITALITY

IHG announces ‘global brand evolution,’ uplevels bespoke guest experiences

October 16, 2023



The company is making distinct changes to appeal to the “traveler of tomorrow.” Image credit: IHG

By LUXURY DAILY NEWS SERVICE

Hospitality group InterContinental Hotels Group (IHG) is rolling out a range of new offers aimed at adding value to the luxury stay.

The company has revealed what it is calling a “global brand evolution,” which entails updating the experiences and services available at its properties around the world. Elevated food and beverage strategies, as well as a new brand service platform and tailored approach to hotel design are, among other shifts, being made to reimagine the guest and employee experience in an appeal to the “traveler of tomorrow.”

“This isn’t a rebrand or repositioning; rather, it’s a comprehensive transformation from start to finish of InterContinental, ensuring we stay at the forefront of crafting a luxury experience for the modern luxury traveler,” said Tom Rowntree, vice president of luxury brands at [IHG Hotels and Resorts](#), in a statement.

“Collaborating with our 215 hotels worldwide, we are committed to delivering precisely what today’s and tomorrow’s guests, owners and colleagues require,” Mr. Rowntree said. “At its core, this brand evolution revolves around our exceptional team members globally.”

“Alongside a new brand service platform, we’re introducing a fresh brand culture and a range of programs aimed at attracting and retaining the finest talent in the industry.”

Refresh rollout

IHG’s value of how travel can open minds and connect cultures drives the transformation, according to the company.

Backed by technology, design and the talents of its team members, the refresh includes an updated brand culture and brand differentiators, as well as new offerings and experiences for consumers, and will apply to the 93 new properties in its pipeline.



Knowing that travelers often need extra rest to adjust to new time zones, IHG is redesigning guest rooms. Image credit: IHG

Addressing food and beverage, IHG is revealing scientifically-backed programs that target travel fatigue. For instance, guests will gain access to jet lag app Timeshifter, which helps them adjust their circadian rhythm to different time zones.

Physical spaces across IHG property guest rooms are being reshaped to aid in this quest, as the company collaborates with Swedish neuroscience-based designer Isabelle Sjovald to implement restorative process-friendly layouts.

The brand is taking what it has dubbed a “Cultivated Elegance” approach to design, the look complementing values like modernity, meaningful experiences and diversity (see story), which IHG shares come together to help guest feel at home during their stay.

The additional launch of the Incredible Occasions program carves out a set of bookable, private spaces around its hotels.



IHG is keeping in mind the values of its customers, emphasizing diversity in the brand evolution. Image credit: IHG

These rooms will arrive complete with amenities and packaged programming like candlelit dinners or masterclasses. The initiative enables guests to host a range of events like birthday parties and baby showers outside of more traditional locations like hotel ballrooms.

IHG is also premiering Celebration Suites physical on-site spaces that are reimagined to better suit special moments like luxurious dinner gatherings across the international portfolio.

The hotel company’s concierge is being reshaped and will become a more significant part of the business.

Concierge Galleries will now be positioned in hotel lobbies as evolved, boutique-esque spots on the welcome floor. Interactive displays, art installations, designer pop-ups, informative features and library spaces will all slot in under the feature, making for more engaging touchpoints.

“Our colleague brand culture is grounded in InterContinental’s core belief that travel expands the mind,” said Mr. Rowntree, in a statement.

“We unite in diversity and wherever you are in the world, you belong at InterContinental.”