

TRAVEL AND HOSPITALITY

# IHG prepares to grow luxury segment across the Americas in 2024

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*The company aims to expand its prestige segment, sharing plans to establish more properties throughout the Americas both this year and beyond. Image credit: IHG*

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By LUXURY DAILY NEWS SERVICE

Hospitality name InterContinental Hotels Group (IHG) is using the success of high-end hospitality to expand worldwide.

Dubbed "Luxury & Lifestyle," the company aims to expand its prestige segment, sharing plans to establish more properties throughout the Americas both this year and beyond. Subbrands within this category at IHG include Six Senses, Regent Hotels, Vignette Collection, Kimpton and Hotel Indigo.

"IHG's Luxury & Lifestyle portfolio continues to grow at pace," said Jolyon Bulley, CEO Americas of [IHG Hotels & Resorts](#), in a statement.

"We've strategically designed our brands to be flexible and scalable to meet the changing demands of travelers and the industry overall," Mr. Bulley said. "We've been very intentional in our Americas growth in this segment.

"Through building the right operational and talent capabilities and capitalizing on commercial, brand awareness and engagement efforts, we're ensuring our portfolio meets guests' high expectations while driving returns for owners."

## **Focused future**

A variety of new announcements see IHG eyeing North American nations to start its growth-centric undertaking.

Currently operating 23 locations, Six Senses will triple its presence, with 43 additional global properties in the pipeline. Of note, its first opening in the U.S., Six Senses Napa, is set for 2026.

Others under this brand's umbrella will land in Mexico, the Bahamas and Grenada in the years to come.



Nearly all of IHG's luxury brands are set to embrace the Americas as a key region of growth. Image credit: IHG

IHG is also preparing to reintroduce consumers in the U.S. to Regent Hotels, promising to bring a project to Santa Monica Beach by mid-2024. Outside of the global west, luxury entries in Cannes and Hong Kong are also upcoming.

A series of InterContinental Hotels & Resorts, the group's flagship, is getting stateside renovations in 2024. Bases in Atlanta, Chicago and Miami are among targets, while new openings in the Caribbean and Seattle are set to arrive this year as well.

Meanwhile, Kimpton Hotels and Restaurants is building 25 new locations over the next five years, placing three in the following locales: Mexico City, Denver and Pacific Grove, California.

Poised to double its footprint in the next three to five years, Hotel Indigo has 150 global locations as of now, with 130 properties in its development pipeline. Washington D.C., Barbados and Grand Cayman are next up on the docket.

IHG isn't the only hospitality brand poised to expand its reach in the near future, with French hotel giant Accor planning to usher in 20 new luxury accommodations by year's end ([see story](#)).

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