



Welcome

Meeting the Needs of the Mobile Hotel Guest

Fabrizio Di Martino - Manager, Mobile, Social & Programmatic Europe
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InterContinental Hotels Group

- 710,295 rooms in over 4,800 hotels in nearly 100 countries around the world.
- 10 Hotel Brands worldwide
- IHG Rewards Club is the hotel industry's first and largest loyalty programme, with 84M members globally



Kimpton Hotels & Restaurants



The world is changing

Key disruptive
forces are
shaping the
world right now



Disruptive changes are happening faster than before



iOS and Android combine for 96.3% Smartphone Market Share



Are we ready for smart travellers?



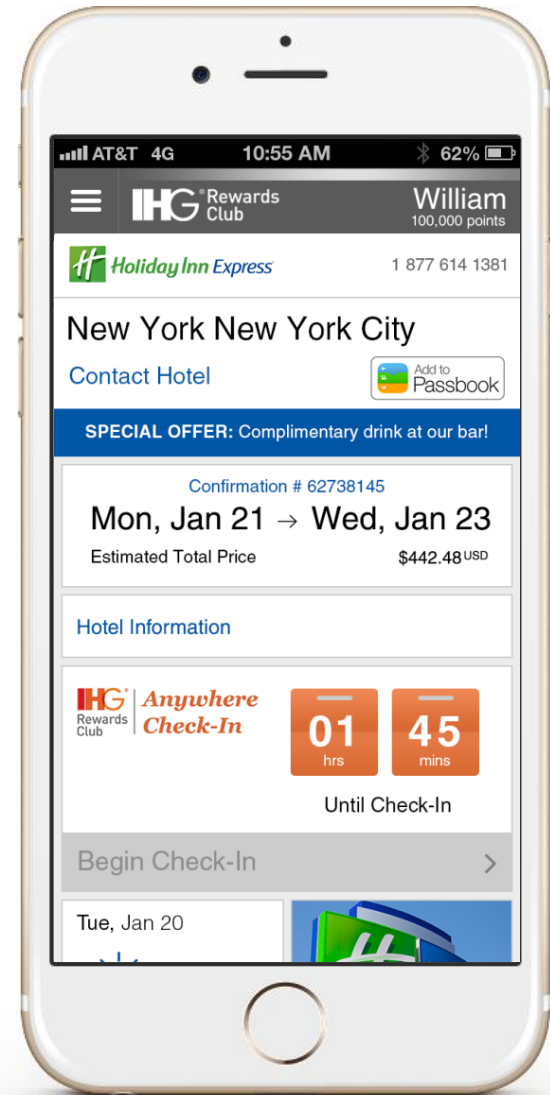
Travel as well as other industries is heavily affected by these changes

- We are evolving towards a “always on” consumer.
- Technology is enhancing the Guest Experience, not always for good.
- People are expecting to use technology in each step of the journey.
- The ultimate ambition in travel is to create the hyper-personalised product.



Hotel Brands and OTAs are heavily investing in the Mobile space

- OTAs, which represent a significant share of gross mobile hotel bookings, are well positioned on mobile platforms*.
- To combat the threat of OTAs, prestige Hotel brands continue to ramp up their mobile investment.
- Every Travel company has shared plans of using the very latest technologies, to interact with Guests at every stage of their Journey.





AA164
SFO to JFK

Boards Gate 57

3H 25M

On Time

First

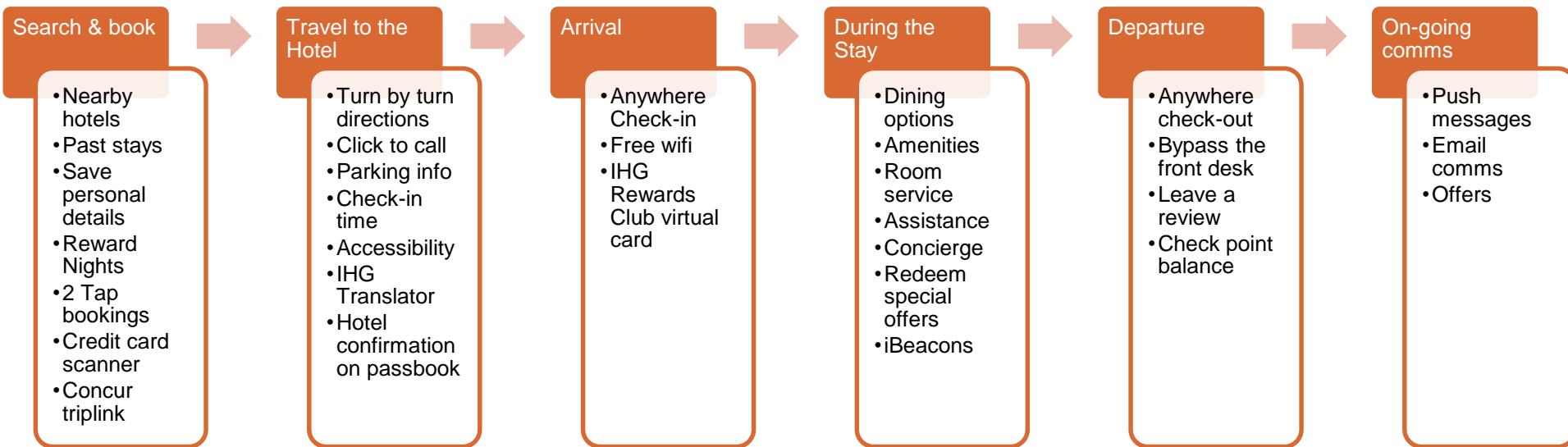


1A



American Airlines

IHG has big projects to "Connect the Guest Journey"



The Digital Guest Experience Team will be focus on identifying and delivering connected experiences throughout the guest's travel journey.

The IHG App is right at the centre of our strategy, for all our Brands



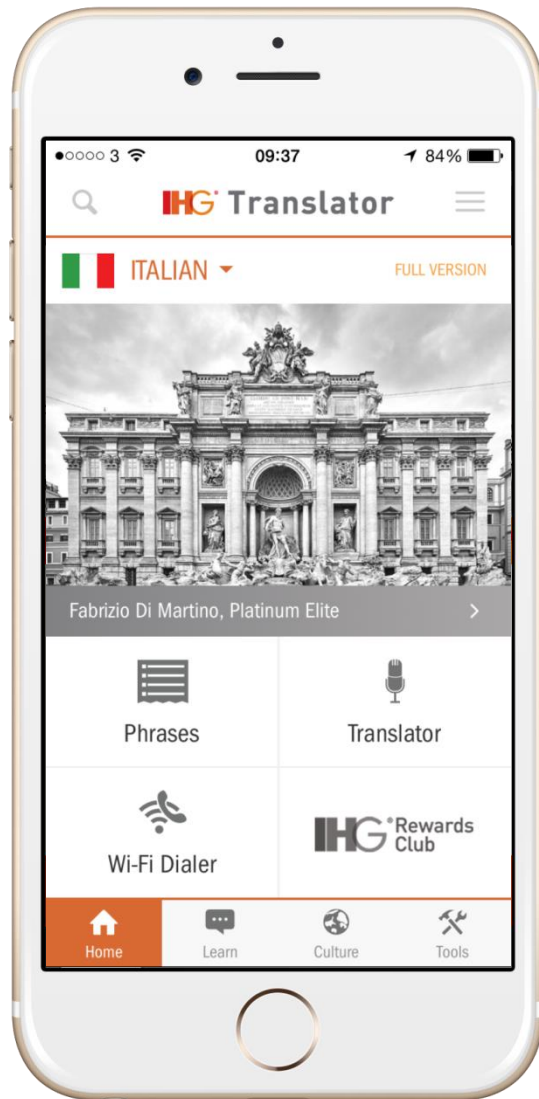
We design our App around our IHG Rewards Club members

"IHG has a sophisticated approach to mobile apps. Its mobile organisation mirrors what many mobile startups do and treats the mobile app as a product to be managed."

The Forrester logo consists of the word "FORRESTER" in a white, serif, all-caps font, followed by a registered trademark symbol (®). The text is centered within a dark green, horizontally-oriented oval background.

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Our roadmap is full of innovations we want to bring to the market in 2015



Thank you

