

Nearly

250 million

visits a year to our websites.



Take a Google Earth journey through some of our relaunched Holiday Inn hotels. www.youtube.com/ihgplc

...On screen, on target

Technology is crucial to helping all areas of our business perform better and operate more efficiently. From customised marketing to price optimisation and a device that allows guests to connect all their electronic gadgets in-room, Tom Conophy explains.

Magic marketing

As consumers are influenced by more and more means of communication, we need to speak to them in increasingly sophisticated ways. One way is to target individuals with promotions that will appeal to their lifestyle and interests. Magic, our next-generation loyalty database, is allowing us to do just that.

Our databanks hold around 270 million guest profiles – 48 million Priority Reward Club members along with previous guests from the past 10 years. With Magic, we're able to make more of our marketing campaigns directly relevant to consumers as well as marketing to guests in their own language.

Making pricing a competitive tool

Another significant project launched this year was our price optimisation module, the latest enhancement to our PERFORM revenue management system. While revenue management has become more complicated and more critical to a hotel's profitability, traditional pricing methods are still largely unsophisticated and time-consuming.

Our new price optimisation tool incorporates real-time competitive rates with a hotel's demand and booking patterns to recommend the best price. It maximises revenue opportunities on a daily basis, simplifies a complex task and, crucially, makes pricing a competitive weapon. Initial results from hotels using price optimisation show an average of 2.7 per cent improvement in RevPAR.

"IHG's Price Optimisation capability is the greatest single achievement in revenue management this decade." Bob Cross, Chairman and CEO, Revenue Analytics.

Becoming more efficient

As well as lowering our corporate operating costs, we're supporting the rest of the business to operate more efficiently.

For instance, Green Engage is helping hotels manage their energy spend (see page 21) while Hotel 360 enables us to manage information about our hotel owners and work more closely with them to open new hotels successfully and improve the performance of existing ones. It also helps hotel owners attract more bookings by ensuring the content on their websites is regularly updated.

The reason we lead the industry in so many areas and can achieve these efficiencies is thanks to the talented people who work for us. We're recognised as trendsetters and ranked 117th in Information Week's annual list of the most innovative companies, a significant achievement on a list that includes the likes of Microsoft and HP. This also reflects the way we build systems with the capacity to deal with today's demands and the flexibility to support the marketing needs of the future.

"When it comes to technology our employees, owners and guests are increasingly sophisticated. To meet demands for systems they can interact with, in real time and in a personal way, we need to continually push the boundaries of innovation, making the most of our investments and the talent of our people, while following our strategy. That way we'll meet the challenge head-on and provide an industry-leading technology experience for everyone touched by our business."

Tom Conophy
Chief Information Officer

