

## **InterContinental Hotels Group in Travel (World)**

Global Strategy | 2022-12-07 | 28 pages | Euromonitor

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### **Report description:**

InterContinental Hotels Group is focused on mid-market hotels, currently with a majority of its rooms located in the US. This stood IHG well during the pandemic as the sector along with the US market proved more resilient. The group sees adding more brands as key to future growth, these include Avid and Atwell Suites. New to its strategy is developing co-branded outlets. IHG also launched a new loyalty programme in order to increase direct sales. Longer-term growth will be pivoting towards expan...

Euromonitor International's InterContinental Hotels Group in Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Booking, Car Rental (Destination), In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Travel market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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**Table of Contents:**

Introduction

State of play

Exposure to future growth

Competitive positioning

Key findings

Appendix

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