




# IHG Commercial Edge

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# Opportunities for growth

| How it works today  |  | Identified gaps   |
|---|--|---|
|  Revenue Management | <ul style="list-style-type: none"><li>Revenue Management for Hire service:<ul style="list-style-type: none"><li>Active in 2500 hotels in North America</li><li>Limited to assisting with managing pricing and inventory</li></ul></li></ul>  | <ul style="list-style-type: none"><li>Revenue Management is no longer a stand-alone discipline, therefore, revenue generation is dependent on a solid partnership with sales and digital</li></ul>  |
|  Sales              | <ul style="list-style-type: none"><li>Consulting and training services:<ul style="list-style-type: none"><li>Does not include activation or execution for tactical needs</li></ul></li><li>Hotels may experience:<ul style="list-style-type: none"><li>Turnover</li><li>Difficulty to fill on-property sales roles</li></ul></li></ul> | <ul style="list-style-type: none"><li>Limitations at the hotel level may include:<ul style="list-style-type: none"><li>Talent, resources or expertise to maximize revenue</li><li>Limited focus on long term strategy</li></ul></li></ul> |
|  Digital Marketing | <ul style="list-style-type: none"><li>Multiple systems to manage, with a number of new features (i.e., Limited Time Features) and specialized skills are needed to do well</li></ul>   | <ul style="list-style-type: none"><li>Stale content (e.g., outdated photos)</li><li>Missed SEO opportunities which lead to lower conversion</li><li>Less than desirable guest experience</li></ul>  |

# Commercial Strategy Vision

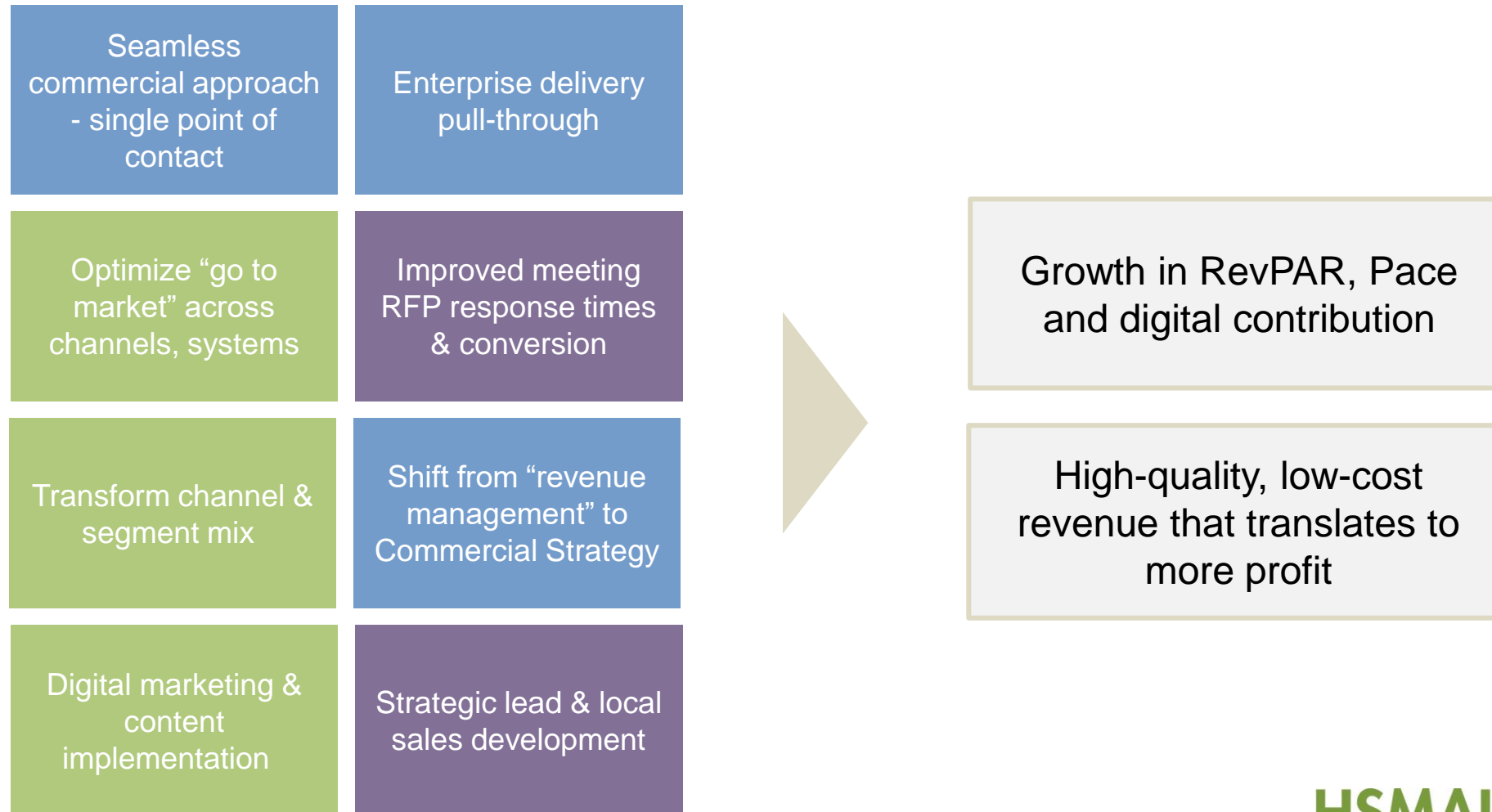
Deliver a holistic approach to revenue generation, combining revenue management, sales, and digital marketing into **one discipline** supported by technology



Our Commercial Strategy team are the experts and trusted partner for all things commercial who can:

- ✓ Fill the gap between hotel needs, resources
- ✓ Free up hotel resources to focus on guest experience
- ✓ Align and coordinate revenue generating activities for hotels
- ✓ Deliver more profitable revenues to hotels
- ✓ Build a differentiated value offer for owners

# IHG Commercial EDGE, launched April 2022



# Benefits of moving to Commercial Strategy through Commercial EDGE



**Close the gap**  
in critical areas  
where hotels  
may leave  
money on the  
table



Highly capable  
and skilled  
team is **ready  
to deliver** new  
commercial  
strategic  
services



Better  
positioned to  
**unlock a  
hotel's  
revenue**  
potential  
through system  
enhancements



Owners see  
more  
**profitable  
revenue  
delivered**  
enabling  
increased  
focus on  
guests

*“**Another big win!** The hotel received a bid for the SEC game, even though not a preferred location. Strategist stayed on top of the contact and decision date and followed up with the client. Client said since we took such safe care of her, she knows **they will be taken care of at the hotel.**”*

*“Commercial Strategist worked with Account Director to arrange an onsite visit for a crew that had a 2-year contract. After reviewing displacement, market data, and STR reports they were able to re-negotiate with a **rate increase of \$20.**”*

*“Commercial Strategist teed up a solid list of business development opportunities, and **within a few hours** of prospecting reached the decision maker for a plant project in the area! Now working with the hotel on a pricing proposal.”*

*“After the Field Marketing Audit highlighted their photos alongside their competitors, **hotel agreed** to update their photos with a preferred photography vendor!”*

*“We saw Commercial Edge as a means of taking over some aspects of sales so we can **focus more on operations** and **make the additional investment back in revenue.** Let me just say it worked! We had **record revenues** in both May and July!”*

*“With **more time to focus** on opportunity nights during an annual event, Commercial Strategist reached out to hotel multiple times daily to assist with inventory, rates and overbooking. The **hotel closed April almost 20% above 2019.**”*

HSMAI's

Curate

# Thank you.

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RESORTS