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## Meet Vignette Collection™: IHG Hotels & Resorts launches new Luxury & Lifestyle collection brand

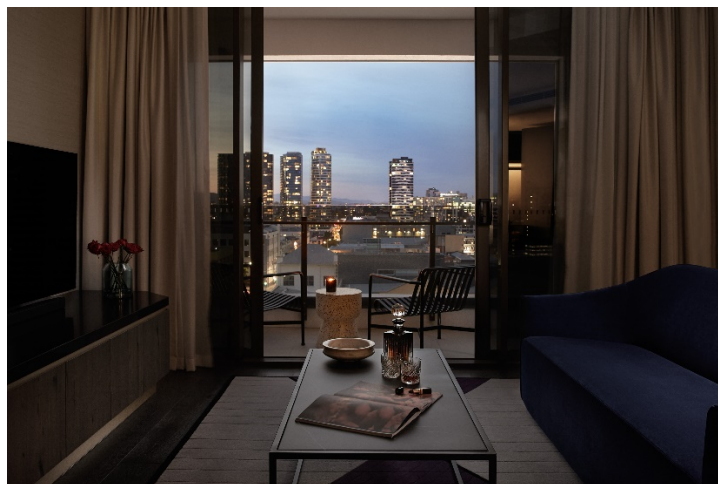
**IHG Hotels & Resorts has today announced Vignette Collection™ as its new Luxury & Lifestyle brand, with hotels in Australia and Thailand the first to join the collection.**

[Vignette Collection](#) becomes the sixth addition to IHG's brand portfolio in the past four years, taking it to 17 in total across nearly 6,000 hotels in more than 100 countries. The Collection further enriches IHG's fast-growing Luxury & Lifestyle offer for both leisure and business travellers.

IHG's Vignette Collection will give owners of world-class independent hotels the opportunity to retain their distinctive identity, while benefitting from our global scale, Luxury & Lifestyle expertise, and powerful [IHG Rewards loyalty programme](#). These exclusive properties in sought-after urban and resort locations will accelerate IHG's growth and meet an increasing appetite from travellers for one-of-a-kind stays.

**Keith Barr, CEO, IHG Hotels & Resorts, commented:** *"Our new Vignette Collection gives IHG a compelling way to welcome world-class independent hotels into our brand family, combining each property's distinctive identity with the power of our global scale. As our first hotels in Australia and Thailand both showcase, each property is as unique as the next, and all will be endorsed by IHG's trusted reputation for quality."*

*"We've been strategic with the enhancements we've made to our Luxury & Lifestyle portfolio in recent years, which at more than 400 hotels and 100,000 rooms is the second largest in the industry. We've built on the heritage and global success of our InterContinental brand, with the rapid international expansion of Kimpton and Hotel Indigo, and acquisitions of Six Senses and Regent. We expect to attract more than 100 Vignette Collection hotels in 10 years, and the brand will be key to delivering our ambition of industry-leading net rooms growth."*



*Hotel X, Brisbane, Australia*

Among the first hotels to join IHG's Vignette Collection will be [Hotel X, a 5-star hotel, dining and lifestyle destination](#) in the centre of Brisbane's Fortitude Valley, Australia. Hotel X's distinctive design and luxurious facilities celebrate this iconic Brisbane neighbourhood through ultra-cool art, Avant Garde lighting and exceptional views of the cityscape.

Thailand's vibrant Pattaya Aquatique hotel will also be one of the first hotels to join the Vignette Collection. Working in collaboration with Thailand's leading integrated lifestyle real estate group, Asset World Corporation Public Company Limited (AWC), the hotel is based in Pattaya's Aquatique district, the city's first iconic lifestyle destination.

**Mrs Wallapa Traisorat, CEO and President, AWC, commented:** *"AWC feels honoured to be the first partner in Asia and one of the first globally to launch a hotel under IHG Hotels & Resorts' new Vignette Collection. With the backing of IHG's global systems and support, we are confident that our unique hotel, located in the vibrant and lively beachfront destination of Pattaya, The Aquatique, will appeal to all travellers seeking inspirational and exceptional experiences."*

### **Meet Vignette Collection™**

Whether it's a city haven, sun-kissed resort, or beyond, IHG's Vignette Collection will provide one-of-a-kind stays, with each hotel serving up a distinct service style and character.

Owners of independent hotels and small chains are increasingly attracted to the opportunity to benefit from the scale, expertise and investment of a global hotel brand leader, such as IHG. Those joining IHG's Vignette Collection will gain rapid access to world class revenue delivery and guest reservation systems, Luxury & Lifestyle expertise, our powerful IHG Rewards loyalty programme, and procurement savings. All of this will come without high upfront costs and each hotel will retain its distinctive identity.

Alongside the significant owner benefits, Vignette Collection will meet the needs of travellers seeking exciting independent stay experiences, and provide a greater choice of outstanding destinations to earn and burn loyalty points. Nowhere is this more sought after than in Luxury & Lifestyle, where the desire for distinct experiences and unique service is permanent.

Seamless conversions of high-quality, unique independent luxury and lifestyle hotels and small portfolios will further fast-track IHG's growth in a market worth more than \$100 billion, and where more than 1.5 million rooms globally are currently independent. Over the next 10 years, IHG expects Vignette Collection to attract more than 100 properties globally.

### **Luxury meets purpose**

As part of IHG's long-term [Journey to Tomorrow](#) responsible business plans, we are committed to caring for our people, communities and planet. Vignette Collection will embrace this – IHG will work with owners and hotel teams to engage with initiatives of their choosing, as part of a shared vision to build brighter futures for people in the communities where we operate. Hotels will also have the opportunity to positively impact local youth empowerment groups through dedicated skills-building resources, on-site events, and volunteering. This will further contribute to IHG's long-term commitment to improve the lives of 30 million people in communities around the world by 2030.

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**Notes to Editors**

**About IHG Hotels & Resorts**

[IHG Hotels & Resorts](#) [LON:IHG, NYSE:IHG (ADRs)] is a global hospitality company, with a purpose to provide True Hospitality for Good.

With a family of 17 hotel brands and [IHG Rewards](#), one of the world's largest hotel loyalty programmes, IHG has nearly 6,000 open hotels in more than 100 countries, and a further 1,800 in the development pipeline.

- **Luxury & Lifestyle:** [Six Senses Hotels Resorts Spas](#), [Regent Hotels & Resorts](#), [InterContinental Hotels & Resorts](#), [Kimpton Hotels & Restaurants](#), [Vignette Collection](#), [Hotel Indigo](#)
- **Premium:** [HUALUXE Hotels & Resorts](#), [Crowne Plaza Hotels & Resorts](#), [EVEN Hotels](#), [voco Hotels](#)
- **Essentials:** [Holiday Inn Hotels & Resorts](#), [Holiday Inn Express](#), [avid hotels](#)
- **Suites:** [Atwell Suites](#), [Staybridge Suites](#), [Holiday Inn Club Vacations](#), [Candlewood Suites](#)

InterContinental Hotels Group PLC is the Group's holding company and is incorporated and registered in England and Wales. Approximately 350,000 people work across IHG's hotels and corporate offices globally.

Visit us online for more about our [hotels and reservations](#) and [IHG Rewards](#). For our latest news, visit our [Newsroom](#) and follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#).

**About IHG Hotels & Resorts' Luxury & Lifestyle portfolio**

Building on the heritage of InterContinental Hotels & Resorts – the world's first and largest luxury hotel brand celebrating its 75<sup>th</sup> anniversary this year – IHG has become the world's second largest Luxury & Lifestyle player by both number of hotels open and in the development pipeline. Acquisitions of iconic brands Regent Hotels & Resorts and Six Senses Hotels Resorts Spas, and the international expansion of Kimpton Hotels & Restaurants and Hotel Indigo have created an impressive portfolio for both guests and owners, defined by timeless legacy and bound together by distinctive design and unforgettable service. Spanning more than 430 hotels or 100,000 rooms, IHG's Luxury & Lifestyle portfolio makes every journey a celebration of extraordinary experiences, each in a unique way.