

IHG Ignite – Marketing Conference: Mexico City, June 2023
Commitment to DE&I Mainstage Speech

Speakers:

Jane Mackie | Sr. Vice President, Global Marketing - Luxury and Upscale Brands
Tammy Laster | Vice President, Global Sales Strategy

JANE:

Good morning, everyone. It's a pleasure to be here with you today. At IHG, we are committed to creating a sense of home, inclusivity, and safety for all our guests. No matter where they come from or where they are traveling, we want everyone to feel truly safe and welcomed.

When your travelers—our guests—close the door behind them, we want them to feel a sense of comfort, knowing they are in a space that values their well-being. We've listened to our partners in travel to understand the key factors influencing their decisions—what drives them to choose a particular hotel and what makes them feel at home while on the road.

One thing is clear: travelers and businesses alike want to partner with companies that embrace corporate social responsibility and uphold Environmental, Social, and Governance (ESG) standards at their core.

At IHG, our mission—providing True Hospitality for Good—is not just a tagline. It embodies our culture and the way we want to represent ourselves in the world. We understand that your travelers and partners are looking for hotels where they feel comfortable, welcomed, and have a sense of belonging. That is what we strive for every day.

TAMMY:

When we speak with you, we hear time and again about the importance of Diversity, Equity, and Inclusion—DE&I.

IHG shares these same goals. We know DE&I matters to your organizations, to your travelers, and to your teams. But beyond just talking about these values, we actively demonstrate our diverse experiences and take Duty of Care to the next level. I like to call it "Duty of Care Plus."

Let me share a quick personal story that illustrates IHG's commitment to making guests feel welcomed and cared for.

Not long ago, I was staying at the InterContinental Singapore Robertson Quay when I began experiencing severe neck pain. By 3 a.m., I realized I needed to go to the ER, so

I called the front desk for a taxi. Not only did they send one immediately, but the night manager personally accompanied me to the hospital.

As I spoke with the doctor, I admitted that I'm not always the best at taking care of myself. The doctor prescribed medication and instructed me to take a pill every four hours, ensuring I never took it on an empty stomach.

The night manager must have overheard this because, every four hours, someone knocked on my door with toast and water to make sure I took my medication. They also brought warm compresses and checked in to see how I was feeling.

To them, I wasn't a VIP or a high-profile guest—I was just another traveler in need of care. That's beyond Duty of Care -- that's true commitment to making sure guests feel safe, welcomed, and looked after. Because of that, I was able to focus on my work in Singapore.

JANE:

Tammy, that story truly speaks to the heart of what we do at IHG.

We want our partners to know that when it comes to DE&I, we don't just check a box. We work at it every single day.

To truly achieve our goals and bring "True Hospitality for Good" to life, we have a clear plan in place. That plan is called **Journey to Tomorrow**—IHG's decade-long commitment to caring for people, communities, and the planet.

This isn't just about making statements; it's about taking real action. We have set ambitious goals and deployed tools, training, and partnerships to support our ESG commitments. Two years ago, we rolled out unconscious bias training, which has meaningfully transformed our recruitment approach and led to a more diverse team.

Now, let's hear from one of our female general managers from Miami, who has fully embraced our culture of authenticity and inclusivity.

[PLAY VIDEO – Kimpton EPIC Miami]

We want you to see yourselves in us—a trusted partner that shares your values of diversity, equity, and inclusion. At IHG, these values are embedded in every part of our business, from the tangible to the intangible. We ensure that our employees can bring their whole selves to work, and we extend that same philosophy to our guests.

Wherever your travelers go, they can trust that IHG is committed to DE&I across all of our brands and properties worldwide. And as you know, June is Pride Month—a time when we proudly showcase our dedication to welcoming everyone in the LGBTQ+ community, including in London, where I am based.

[PLAY VIDEO – London Pride]

For eight consecutive years, IHG has been recognized by the Human Rights Campaign Foundation as a “Best Place to Work for LGBTQ+” in the U.S. And for the first time, we have now earned that recognition here in Mexico as well!

TAMMY:

As people travel away from home, feeling truly welcomed becomes critically important.

At IHG, we hope that our guests—your travelers, partners, and clients—are more engaged and productive in their work because they feel a genuine sense of belonging.

We know that DE&I isn't just important to IHG—it's a priority for all companies, including yours. And inclusivity doesn't stop in the workplace—it extends into travel as well. That's why, at IHG, we take a **whole-person** approach to inclusivity, ensuring that your travelers feel cared for and secure, wherever they go.

What happens when people feel welcome? A Gallup study found that highly engaged teams experience **21% greater profitability**, and increased engagement leads to higher earnings per share.

By prioritizing inclusivity, you enhance your decision-making credibility and build trust among your travelers, who will have greater confidence in choosing inclusive accommodations.

Now, let's talk about luxury and leisure with a look at InterContinental—our most globally diverse brand.

JANE:

Back in 1946, aviation pioneer Juan Trippe said:

“There can be no force potentially more powerful than the air tourist, charged with curiosity, enthusiasm, and goodwill, who can roam the four corners of the world, meeting in friendship and understanding the people of other nations and races.”

That was nearly 80 years ago, but it still rings true today. At IHG, we continue to inspire diversity and the spirit of worldwide travel because we believe travel expands the mind and brings people together.

Wherever your travelers go, they will find a diverse, welcoming environment that fosters a deep sense of belonging.

[PLAY VIDEO – InterContinental DE&I]

At IHG, DE&I isn't just an initiative—it's personal. You can hear firsthand from our team members how deeply we care about these values. And we take that commitment beyond words by designing experiences with inclusivity in mind.

We are actively evaluating:

- How we incorporate Braille in our hotel rooms so visually impaired guests can experience the best views.
- How our uniform designs can reflect individual styles while being gender-neutral and culturally appropriate.
- How we can increase sensitivity around pronoun recognition for guests and staff.

It all comes down to ensuring that **everyone feels welcome**.

TAMMY:

Our commitment to inclusion extends beyond our hotels and into our relationships with partners and suppliers. We know supplier diversity is as important to you as it is to us. That's why we take a **holistic approach** to DE&I, ensuring that the businesses we work with reflect our values.

Through our **EPIC** program—**Engaging Partnerships through Inclusion and Collaboration**—we proactively seek partnerships with companies owned by underrepresented and underserved groups. In 2022, our spend with diverse suppliers reached **\$81.6 million**, and we're working to grow that even further.

By choosing IHG, you're partnering with an organization that is building a diverse future for hospitality.

JANE:

At the heart of everything we do, it's about people. Hospitality, warmth, and inclusion are who we are.

Thank you for your time today.