

Intercontinental Hotels Group Plc (World)

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Abstracts

IHG's 2016 results showed an uplift of RevPAR, but a continuing fall in revenues. However, growing operating profits show that the asset-light model is working for the company. IHG is a strong innovator, and it puts a great deal of focus on technological innovation, such as introducing Amazon Alexa, using chatbots on Facebook Messenger, and reinventing its Crowne Plaza hotels in the US. The company will need to continue down this path to ensure it can compete with increasingly powerful competitors...

Euromonitor International's Intercontinental Hotels Group Plc (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.

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