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INTER CONTINENTAL HOTELS GROUP (IHG) SWOT & PESTLE ANALYSIS

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Company Name : Inter Continental Hotels Group (IHG)

Company Sector : Hotels & Hospitality

Operating Geography : United Kingdom, Global

About the Company : InterContinental Hotels Group (IHG) Plc or IHG Hotels & Resorts is a multinational British hospitality company established in 1946 by Juan Trippe. It is headquartered in Denham, Buckinghamshire, England. The company's brands are divided into 4 groups: Luxury & Lifestyle, Premium, Essentials, and Suites, and in total it has 16 brands under these collections. As of 2021, it has 6,031 open hotels, 1,791 pipeline hotels, 889,164 open rooms, and 270,274 pipeline rooms globally. With over 350,000 employees working across all its brands, the company provides its service in more than 100 countries. The company operates as a franchisor, a manager, and on an owned and leased bases. Some of its major brands include Six Senses, Regent, Kimpton, Vignette, Indigo, etc. In 2020, IHG ranked second for the Best Business Hotel Brand in Europe, and Middle East and Africa at the Business Traveller Asia Pacific awards. In January 2022, IHG announced that it is partnering with Siam Sindhorn Co., Limited to open the first Vignette Collection hotel in Bangkok.

IHG's unique selling proposition or USP lies in being one of the world's leading hotel companies with a diverse portfolio of differentiated brands. IHG's purpose is, "True Hospitality for Good", and its ambition is, "to deliver industry-leading net rooms growth."

Revenue :

\$2,394 million – FY ending 31st December 2020

\$4,627 million – FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Inter Continental Hotels Group (IHG) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Asset light business model 2.Wide geographical presence with focus on priority markets 3.Customer experience & relationship focus 4.Occasion wise brand portfolio 5.Strong digital outlook and implementation 6.Strategic partnership to expand its brand portfolio 	<ul style="list-style-type: none"> 1.No economic hotel brand 2.Slipped to 3rd position worldwide
Opportunities	Threats
<ul style="list-style-type: none"> 1.Fragmented branded hotel market 2.Increased international tourist travel 3.Technology facilitated bookings 	<ul style="list-style-type: none"> 1.Sharing Economy in Hotel Industry 2.Unprecedented events leading to market instability 3.Increased dependencies on Intermediaries 4.Impact of Covid-19 on the hotel industry

PESTLE Analysis :

The PESTLE Analysis for Inter Continental Hotels Group (IHG) is given below:

Political	Economical
1.Impact of Brexit referendum 2.Macro external factors could impact the industry	1.Effect of Covid-19 on the global economy
Social	Technological
1.Influence of Cultural Differences 2.Increase in propensity to travel due to change in demographics, lifestyle, etc. 3.Impact of epidemics like Zika virus spread	1.Growth in Digital bookings 2.Social media listening platforms 3.Using big data for personalisation
Legal	Environmental
1.Travel restrictions 2.Data breach law suits	1.Green engage system \u2013 sustainable business practices 2.IHG's water risk assessment

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