



IHG[®] HOTELS &
RESORTS

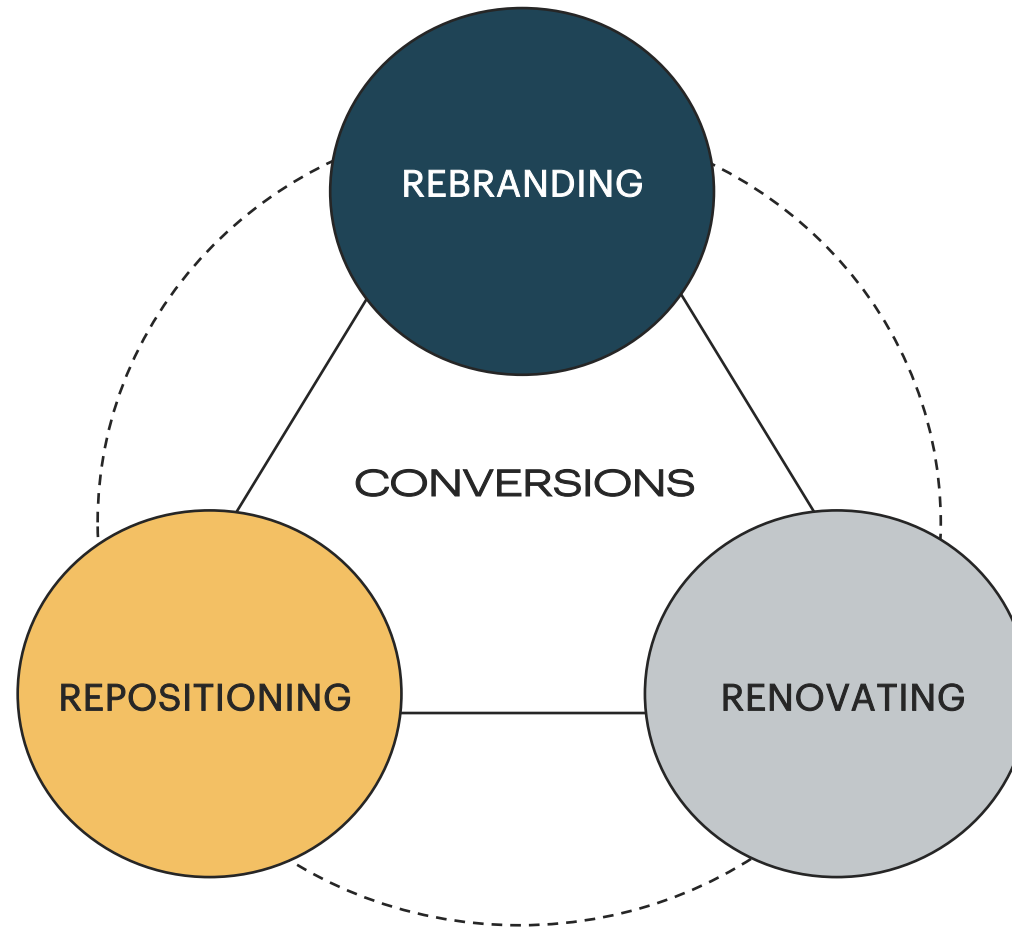
Diving Into Hotel Conversions

CASE STUDIES

Optimise Your Existing Asset Value Through Conversions

KEY TRIGGERS?

- Property Cycle
- Market Cycle



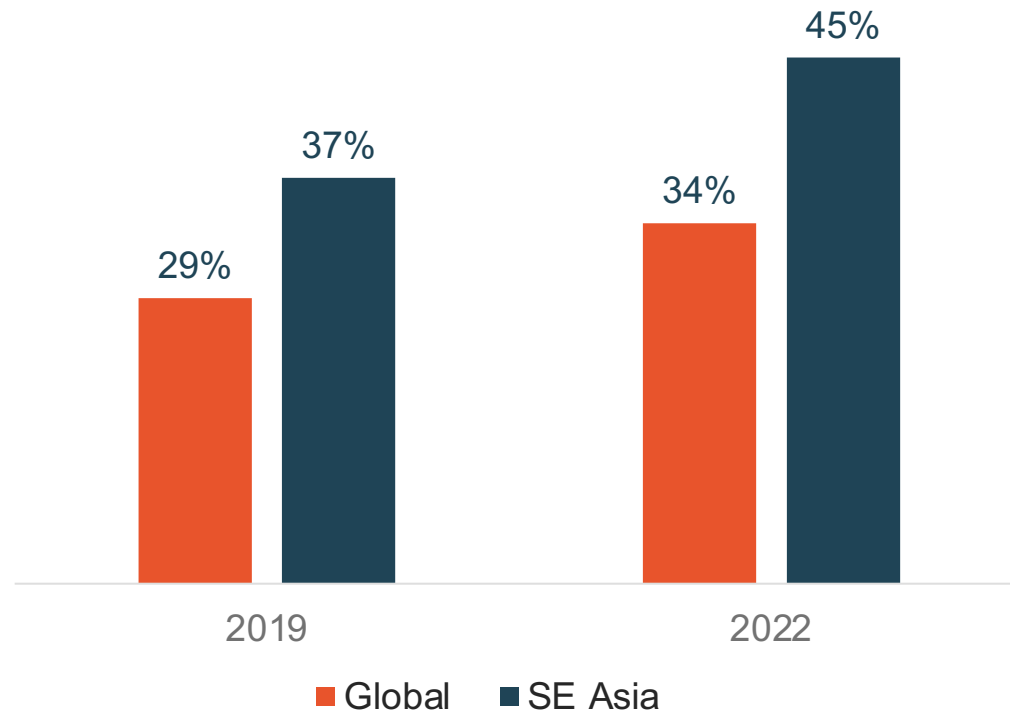
VALUE UPLIFT?

- Quick Wins / Short-Term Solve?
- Long-Term Win?

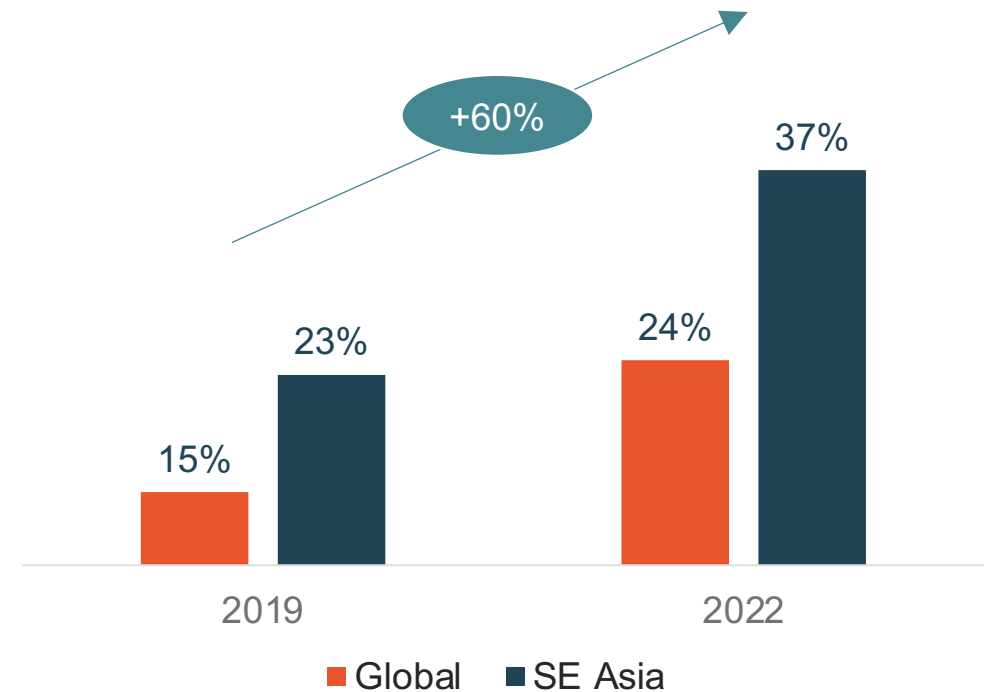
Globally and in Southeast Asia, the industry is trending towards Conversions

Trends have shifted toward conversions, especially with the effect of the COVID-19 pandemic

Conversions as % of Openings

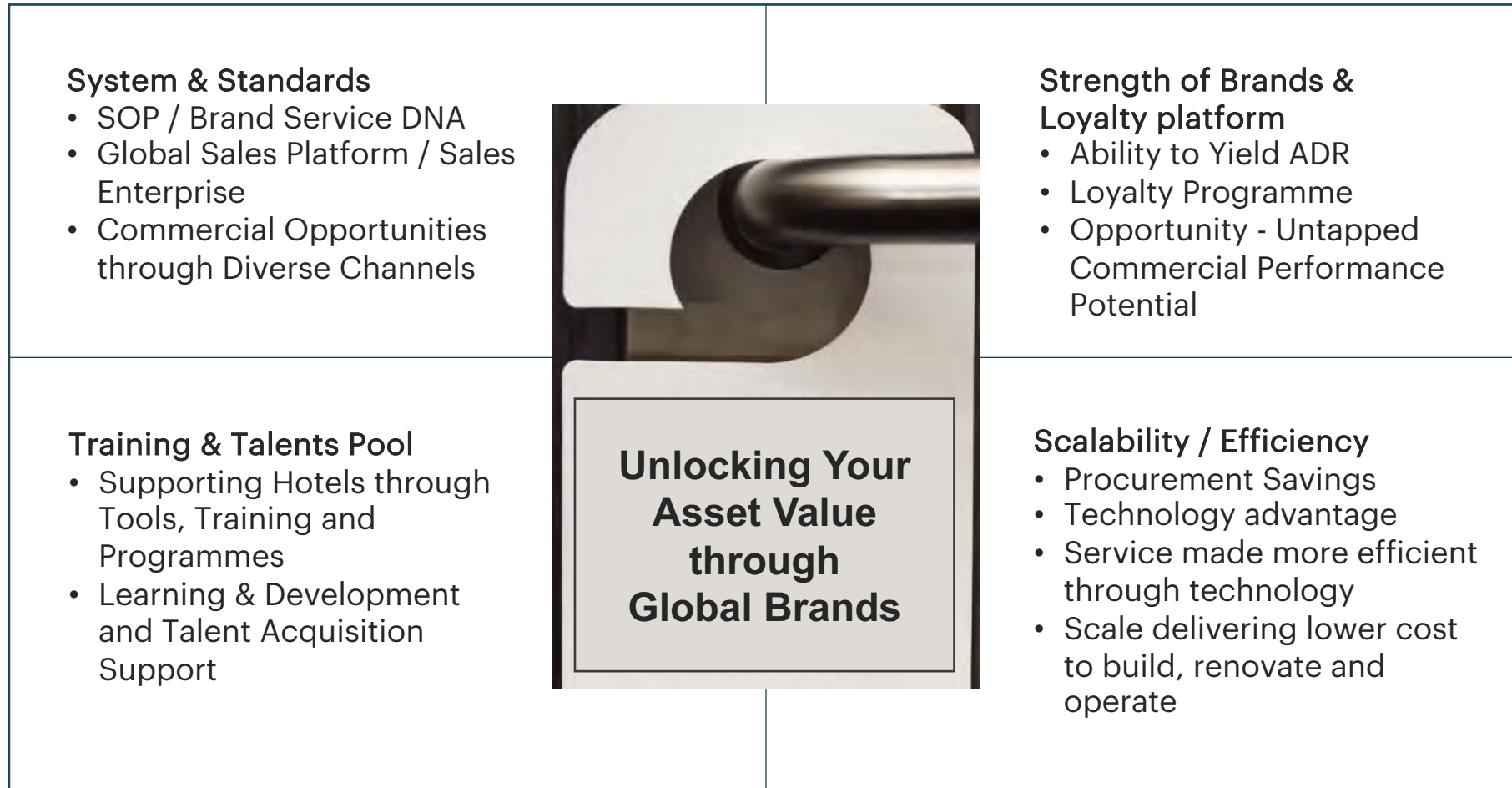


Conversions as % of Deal Signings



Source: Voltere by Egis, 4Q22 and 4Q19 reports

Brand Value Proposition





Conversion Case Studies

Conversion Process Overview

Supporting Owners along the entire project lifecycle to drive and generate incremental values over the sustained period with our in-market expertise, infrastructure support as one of the world's largest operators and our fast-growing brand portfolio



BANGKOK, THAILAND

SINDHORN MIDTOWN

- 393 luxury rooms and suites in the heart of Bangkok
- Joined IHG since 2021, fully rebranded as the first Vignette Collection in Asia in July 2022
- Lush infinity pool and Horizon78 Bar
- ANJU Rooftop Signature Restaurant. Black Cat speciality whiskey bar and cocktails



VIGNETTE™
COLLECTION

sindhorn
midtown

VIGNETTE[™]
COLLECTION

Sindhorn Midtown Hotel Bangkok, Vignette Collection, Thailand
(Conversion from Independent hotel)



sindhorn
midtown

VIGNETTE™
COLLECTION

Sindhorn Midtown Hotel Bangkok, Vignette Collection, Thailand
(Conversion from Independent hotel)



PHUKET, THAILAND

DINSO RESORT & VILLAS

- Converted in late 2022, joined the Brand in 2023 as our first Vignette Collection resort in Asia
- 174 rooms and 26 pool villas
- A tranquil hideaway in the city of Patong, a 10-minute ride from the famous beach
- Spa, on-site fitness centre, outdoor pool and terrace area



VIGNETTE
COLLECTION



VIGNETTE™
COLLECTION

Dinso Resort & Villas
(Conversion from Independent hotel)



VIGNETTE
COLLECTION

Dinso Resort & Villas
(Conversion from Independent hotel)



VIGNETTE™
COLLECTION

Dinso Resort & Villas
(Conversion from Independent hotel)

KRABI, THAILAND

Holiday Inn Resort Krabi Ao Nang Beach

- Converted in mid 2022
- Completely rebranded and opened its doors in Oct 2022
- 173 guestrooms and suites
- Situated in a lush hillside by Ao Nang Bay, steps away from the Krabi Weekend Night Market
- Offering a Thai bistro and bar and a Pool bar
- Spa, on-site fitness centre, outdoor pool and outdoor kids' playground









Holiday Inn Resort Krabi Ao Nang Beach
(Conversion Rebrand)

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Thank You