



ABOUT THE PARTNERSHIP

- **We announced an exclusive new loyalty partnership with Mr & Mrs Smith – a unique and world-renowned luxury and boutique travel club in September 2019**
 - We officially launched the IHG partnership with Mr and Mrs Smith and our members will be able to book and earn points, with options to redeem points too at Mr & Mrs Smith properties when booked on IHG.com and IHG mobile app, beginning at the end of October 2020.
- **The partnership will significantly enhance our loyalty and luxury offering – is another great step that we’ve taken to strengthen IHG Rewards**
 - Brings hundreds of select properties from Mr & Mrs Smith’s handpicked collection to IHG.com and the IHG mobile app.
 - More than doubles the number of luxury and lifestyle hotels available to our IHG Rewards members to earn or redeem points.
 - Complements IHG’s existing luxury and lifestyle portfolio of more than 400 properties around the world.
 - IHG Rewards members will be able to book and earn points, with options to redeem points too for hotel stays at Mr & Mrs Smith hotels, booked on IHG channels.
- **Mr & Mrs Smith has a spectacular collection of award-winning hotels in amazing locations around the world**
 - Inspiring destinations such as Tuscany’s 18th-century organic estate Borgo Pignano, high-in-the-Himalayas retreat The Kumaon and the charming Old Rectory on South Africa’s famed Garden Route. Includes Mr & Mrs Smith properties in 11 countries where IHG doesn’t currently operate
 - With IHG’s own luxury brands and the selection of over 400 Mr & Mrs Smith hotels, travellers can be sure to find a trip (even in their own backyard) to inspire them and reward them at IHG.com
- **2020 has been tough, but the dream of travel continues to inspire us**
 - IHG’s loyalty partnership with MMS means you can dream bigger and further with new and inspiring destinations and true hospitality ready to welcome you back with confidence. New and exciting destinations, and more options in remote and off-the-beaten track destinations means more options to escape, restore and dream.
 - As travel resumes where you are, you’ll want to make the most of every trip and every dollar. IHG Rewards offers incredible versatility for travellers to explore more luxury and lifestyle hotels than any other programme.
 - Not being able to travel has made us value the power of travel, creativity and memories so much more, making us want to live in those moments, rather than just tick another destination off the list. It’s about being with loved ones and writing new chapters.



FAQs

Who is the partner?

- Mr & Mrs Smith (MMS) is a carefully curated collection representing some of the world's most seductive hotels with >1,600 hotels, homes and villas globally and ~1.5M members.
- They operate in a traditional OTA model, distributing hotels on a commissionable basis. They differentiate themselves as a "travel club" with a highly curated portfolio (individually visited, vetted and assessed), a highly engaged customer base, and a strong luxury and boutique brand halo. Every hotel is reviewed by a diverse group of trusted tastemakers, which includes influential names such as Tom Dixon, Pandora Sykes and Stella McCartney.

What does this mean for IHG Rewards members? What are the key benefits?

- The partnership brings hundreds of luxury and boutique Mr & Mrs Smith properties to IHG's booking channels thereby doubling the number of luxury and lifestyle hotels available for IHG Rewards members to book, earn or redeem points at.
- The MMS hotels available on IHG booking channels include properties in destinations that are highly complementary to IHG's existing global footprint of luxury and boutique hotels.
- The partnership includes hotels in 11 countries where IHG currently has no open properties.
- IHG Rewards members will receive complimentary Smith Extras, including room upgrades (where available).
- InterContinental (Royal) Ambassadors and Kimpton Inner Circle members will receive a complimentary room upgrade (where available) and an Mr & Mrs Smith GoldSmith welcome gift.
- Elite IHG Rewards members will receive their standard tier Bonus Points on eligible room rates (100% Spire Elite; 50% Platinum Elite; 10% Gold Elite).

Which new countries will be available to IHG Rewards members thanks to this partnership?

We're excited to increase our footprint, especially in resort destinations such as the Caribbean and South-East Asia, and new destinations in Africa. Many of these will be great to explore as part of long-haul trip via stopovers at IHG hotels. The new countries we will list MMS hotels in are:

1. Barbados
2. Belize
3. Saint Kitts and Nevis
4. Saint Vincent and the Grenadines
5. Croatia
6. Iceland
7. Sweden
8. Morocco
9. Mozambique
10. Sri Lanka
11. Myanmar

Will IHG Rewards members need to do anything to participate?



- Guests already enrolled as IHG Rewards members will simply login to their IHG Rewards account to complete the reservation of a Mr & Mrs Smith hotel made on IHG booking channels, like IHG.com or the IHG Mobile App.
- Guests not currently enrolled as IHG Rewards members will be required to enrol to complete the reservation of a Mr & Mrs Smith hotel made on IHG booking channels.

How will this partnership work alongside Mr & Mrs Smith's existing SilverSmith and GoldSmith moneyback loyalty schemes?

- MMS' loyalty scheme will remain exactly as it stands today.
- IHG Rewards members booking through IHG channels will receive select BlackSmith program benefits.
- InterContinental Ambassadors, Royal Ambassadors and Kimpton Inner Circle members will receive a complimentary room upgrade (where available) and select MMS GoldSmith benefits.

Will IHG Rewards members be able to access Mr & Mrs Smith's SideStory Experiences?

- SideStory Experiences are a curated collection of insider-led excursions designed to immerse guests in the local culture e.g. architecture, artisans, gastronomy, street art.
- SideStory Experiences will not be accessible to IHG Rewards members through IHG booking channels at this time; however, IHG will explore enhancements to the partnership as it evolves.

Will Mr & Mrs Smith properties be considered part of IHG's system?

- The Mr & Mrs Smith properties added to IHG booking channels will not be considered part of IHG's system size, at this time.

Does this partnership mean that IHG-branded hotels are being endorsed as part of the Mr & Mrs Smith collection?

- IHG properties will not be automatically be endorsed as part of the Mr & Mrs Smith collection.

What is IHG's strategic rationale for this partnership?

- Building the strongest, most compelling loyalty programme is integral to success for IHG.
- We are always looking for ways to differentiate our offering to members and provide experiences they can't get elsewhere.
- This partnership increases the number of IHG's luxury and lifestyle hotels available for IHG Rewards members to choose from – and most importantly, earn or redeem points at - globally.
- IHG already offers almost 5,900 hotels, including more than 400 luxury and lifestyle hotels, for guests and members to choose from – this partnership more than doubles that meaning we can provide more diverse stay experiences, stay occasions and locations.
- A commercial partnership allows us to increase our distribution for members in an effective way.

Can I burn/redeem my points at any of the over 400 hotels once they are available to book in October/November?

- IHG Rewards nights can be redeemed at Mr & Mrs Smith hotels based on availability, in the same manner as redemption across IHG's own hotels. This is tied to rooms



availability, current rates and will utilize dynamic pricing, meaning the number of points required will change in the same manner cash rates do. For a multi-night stay, you will now see an average point amount and daily point amounts just like cash bookings.

Will there be more hotels available for IHG Rewards members to book in future? Will you be able to share the plan?

- Mr & Mrs Smith is constantly seeking new additions to their portfolio and IHG will review all additions for inclusion in the partnership. If there is a new property that joins the Mr & Mrs Smith's portfolio and we feel it would add value to IHG Rewards members, then it would be carefully reviewed and could be added to the programme

How does the point system compare between IHG and MMS hotels? Eg. Do I earn the same points for a similar priced stay at both hotels?

- IHG Rewards members will earn 10 points per dollar on room charges.
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Will we able to use our credit card free night certificates at those properties too?

- At time of launch, this benefit will be not available. The program will continue to evolve, and this may be something we can look to incorporate in future.
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What will IHG Reward Night redemption look like? Will pricing be dynamic?

- IHG Rewards nights can be redeemed at Mr & Mrs Smith hotels based on availability, in the same manner as redemption across IHG's own hotels. This is tied to rooms availability, current rates and will utilize dynamic pricing, meaning the number of points required will change in the same manner cash rates do. This will allow IHG Reward points redemption to decrease when demand is lower and flex higher when demand increases. For a multi-night stay, you will now see an average point amount and daily point amounts just like cash bookings. IHG Reward members will also receive the fantastic complimentary Smith Extras, subject to availability.

How will pricing on IHG.com look compared to other booking channels, such as booking directly with the hotel or other OTAs (not Mr & Mrs Smith site)

- Rates will reflect those on the Mr & Mrs Smith website and pricing will be competitive compared to other channels, but with the added value of earning IHG Rewards points to spend in a host of different ways, including putting them towards future stays at Mr & Mrs Smith hotels. Members will also receive the fantastic complimentary Smith Extras, subject to availability.

Are there any promotions and package deals offered directly that won't be available through the IHG partnership e.g. multiple properties packaged together)

- We are offering stays priced per hotel per night, with the added advantage of being able to earn IHG Rewards points to spend in a host of different ways, including putting them towards future stays at Mr & Mrs Smith hotels. Multi-hotel or stays in Mr & Mrs Smith hotels packaged with flights, meals etc will not be available via IHG channels.

Will the Reward Night cancellation policy change?

- For Reward Night stays at IHG hotels, members who cancel their Reward Night reservation prior to the cut-off time set by the hotel for cancelling reservations, and who do not stay, will have their redeemed Points for that reservation re-deposited into their IHG Rewards Club account, and may be subjected to a processing fee. Members who do not cancel their Reward Night reservation by the hotel's cancellation deadline and do not use their reservation (no-show) will be charged the full amount of points for the entire reservation. **For Mr & Mrs Smith stays booked using Reward Nights through IHG channels the cancellation policy is 30 days.** We have added a cancellation policy pop up at the point of booking confirmation on these bookings to ensure this is clearly flagged there, as well as at other moments in the booking journey.

Can I use Points & Cash?

- Points & Cash will work on Mr & Mrs Smith hotel bookings as they do on IHG bookings, allowing members to redeem fewer points for a Reward Night, and to pay cash to purchase the balance of required points. As IHG Reward Night point amounts vary up and down, so will Points & Cash rates. If cancelled in line with the 30-day cancellation policy the Rewards member forfeits the cash since it was used to purchase points, but points will be redeposited in to member's account. If cancelled within the 30-day cancellation window both the cash and points will be forfeited.

How far in advance will you be able to see the point pricing for hotels?

- As with all bookings through IHG channels, you can search and book up to 50 weeks in advance.

Will IHG[®] Rewards Club Premier Card holders be able to redeem their Fourth Reward Night Free on MMS hotels?

- At time of launch, this benefit will not be available, but we will look to include this capability following the initial roll-out.
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Can IHG[®] Rewards Club credit cardholders now book MMS hotels using their Anniversary Night benefit?

- At time of launch, this benefit will not be available, but we will look to include this capability following the initial roll-out.
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Will Mr & Mrs Smith hotels be required to comply with IHG's latest commitment to move to bulk-size bathroom amenities?

- Mr & Mrs Smith are working with its partner properties to help them find ways of reducing their plastic use but, at present, this is not a compulsory requirement for Mr & Mrs Smith hotels.
- Mr & Mrs Smith has its own sustainability focus and champions the world's most eco-friendly and community-focused hotels each year in the Smith Hotel Awards, supported by their chosen charity, the Blue Marine Foundation.

THE LATEST ON IHG'S LUXURY AND LIFESTYLE PORTFOLIO

Over 400 Mr & Mrs Smith hotels will complement IHG's extensive collection of luxury and lifestyle hotels which continues to grow, with more exciting openings in 2020 and into 2021. Among others, Six Senses will see the opening of [Six Senses Shahrut](#) located in the dramatic Arava Valley south of the Negev Desert and [Six Senses Fort Barwara](#) which is just a three-hour drive from Jaipur. Regent Phu Quoc will open in picturesque Phu Quoc island, off the coast of mainland Vietnam. InterContinental sees a wave of [exciting global openings](#) and developments from Thailand to West Africa while Kimpton continues with its international expansion with the recent openings of the highly-anticipated Kimpton Shinjuku Tokyo and Kimpton Maa-Lai Bangkok, the first Kimpton hotels in Japan and Thailand respectively. The brand renowned for its heartfelt service and design-forward hotels will also be landing in Paris early 2021; while the US is set to welcome Kimpton Cottonwood Hotel, Omaha, Nebraska; Kimpton Alton Hotel, San Francisco; Kimpton Pittman Hotel, Dallas, Texas; and Kimpton Sylvan Hotel, Atlanta, Georgia - all opening in the next six months. Similarly, Hotel Indigo has expanded globally with a recently-opened hotel in [Bath](#) and in [Dubai](#) - the brand's first opening in the UK's South West and the Middle East respectively.

ABOUT MR & MRS SMITH

Founded in 2003, Mr & Mrs Smith is a "Travel Club for Hotel Lovers," offering a carefully curated collection of 1386 boutique and luxury hotels and 296 Villas in 90 countries. Functioning as a traditional OTA, Mr & Mrs Smith earns commissions on revenue they drive through their platform, which in 2019 was £80M+ gross TTV + £2.7M fee revenue, and £1.5 million EBIT. According to its criteria, a Mr & Mrs Smith hotel must be:

- **Unique, insider and destination-specific.** It can't feel like an anonymous, could-be-anywhere shell, and needs to have a special atmosphere that suggests intimacy, regardless of the hotel's scale.
- **Stylish and idiosyncratic.** Its decor should be inspiring, design-led and gimmick-free. It should be fashionable, but not 'funky/outlandish'; sleek but not spartan; trend-aware but not try-hard; glamorous but not garish.
- **Romantic, cool, sexy and escapist.** Our hotels are couples-oriented and are somewhere you can happily hole up for a few days if you want to get away from it all. They should have a fantastic location or another unique USP, such as fires in the bedrooms, stunning views or an amazing restaurant.
- **Unfussy, informal and welcoming.** Even the five-star hotels in our collection should feel relaxed, rather than stuffy or intimidating.
- **Friendly, personal and discreet.** Service shouldn't be about the kind of bowing and scraping that makes you feel uncomfortable. There should be lots of attention to detail, which will make the experience out of the ordinary.
- **Value for money.** If a hotel charges a high price for a room, then we make sure it really is worth it.

All hotels are reviewed by one of their worldwide panel of trusted experts. The only requirement is that they visit each hotel anonymously with a partner, and on their return give us the kind of honest lowdown you would expect from a friend. Smith often engages journalists and influencers as reviewers, adding weight and potential for amplification across other channels to the process.



As well as their online booking system and curated content, Mr & Mrs Smith offers their members access to travel specialists, based in both London and LA. This means potential guests have access to advice from destination specialists over the phone around the clock. Mr & Mrs Smith Members benefit from a special, life-enhancing Smith Extra on arrival (it could be a spa treatment, a bottle of champagne, museum tickets or something else).