

since 1964. There have been many milestones along the way, which we have passed thanks to outstanding collaborations with our growing number of owners and other local partners.

“One of the landmark moments was our joint venture with ANA, Japan’s largest airline, in 2006 which combined the might of two industry powerhouses. Since then, we’re delighted to have seen our relationship develop, as together we’ve leveraged the power of local expertise, global enterprise and combined loyalty to grow brand awareness both within Japan and globally.

“As we look back on everything we have achieved, we’ll use our learnings to power many more years of success in this wonderful country. As proud custodians of the ANA hospitality legacy, we honour the world-renowned Japanese Omotenashi, ensuring every guest experience is nothing short of extraordinary.

“Today we’re the second largest international hotel company in Japan, with close to 50 open hotels and 15 in the pipeline – and have big growth ambitions. We’re confident we’ll double our size over the next few years as we grow alongside the country’s travel and tourism industry. With a return of domestic travel and record international visitors to the market, we’re poised to support the government’s tourism growth ambition by using our local expertise and global scale to introduce new customers to new destinations, including those off the beaten path.

“With visitors looking for the perfect experiences to suit their reasons for travelling, we’ve been expanding our brand portfolio in the right locations with the right brands. Since 2020 we’ve introduced five brands including, this year, Six Senses. Before we close 2024, we’ll debut our midscale conversion brand Garner in Osaka with three hotels, closely followed by Vignette Collection, and we’re preparing to debut Regent in the next three years.

“There’s so much more to come for IHG in Japan in 2025 and beyond. Our experienced in-market experts, supported by our regional and global teams, are writing a third chapter of our growth story in which we’ll work hand-in-hand with owners, partners and hotel teams to deliver IHG’s world-famous True Hospitality for Good to guests across the country.”

A 60-Year Success Story: IHG in Japan

Chapter 1 (1964 -): The start of a very special relationship

The history of IHG Hotels & Resorts (formerly known as InterContinental Hotels Group) in Japan dates back to 1964 – the year Tokyo hosted the Olympic Games for the first time. On 1 June, Hotel Okura (The Okura Tokyo), a revered, uber stylish, 550-room icon of Japanese

hospitality in the exclusive Toranomom district, joined the InterContinental portfolio. This entry of an international hotel group into the country – which had taken a great step forward as a developed nation after a successful rebirth from post-war reconstruction – was a landmark event indicating a very bright future.

During 1972, when Sapporo hosted the Winter Olympics, the Keio Plaza InterContinental Tokyo opened, the highest hotel in Asia at the time. Fast forward to 1991, and with the Yokohama International Peace Conference Centre (Pacifico Yokohama) completed, InterContinental Yokohama Grand opened its doors to guests attracted by its iconic sail design evoking the movement of water. It remains a prominent symbol of the Yokohama skyline today.

Chapter 2 (2006-): Landmark joint venture with ANA

In 2006, IHG established a landmark joint venture with ANA, Japan's largest airline, as IHG-ANA Hotels Group Japan. This expanded its business while maximising the scale of IHG One Rewards – one of the world's largest hotel loyalty programmes, which has now reached 130 million members – and the ANA Mileage Club.

The following year, in 2007, IHG opened the domestic flagship property ANA InterContinental Hotel Tokyo as its first co-brand with ANA. IHG and ANA have subsequently rebranded the former ANA hotels, resulting in more than 30 co-branded properties across the nation from Kushiro, Kanazawa, Tokyo, Osaka, Kyoto, Matsuyama to Ishigaki under brands such as ANA InterContinental, ANA Crown Plaza, ANA Holiday Inn and ANA Holiday Inn Resort.

With 47 open hotels (more than 14,000 rooms) and 15 properties (over 2,500 rooms) in its pipeline in Japan, IHG has accelerated its growth in recent years, with five new brands (Hotel Indigo, Kimpton, Holiday Inn Express, voco and Six Senses) and 15 hotels opened since 2020. A further three new brands (Vignette Collection, Garner and Regent) will be launched in the next few years.

Other valued collaborations – including those with Osaka Tourism Board, Rakuten and JTB – have further strengthened IHG's bonds with cities across Japan, ensuring that, today, the company enjoys a reputation that's growing as fast as its estate.

Earlier this year, five of its Luxury & Lifestyle hotels received a coveted Key in the first ever MICHELIN Key Hotels Japan guide. Congratulations to Six Senses Kyoto, ANA InterContinental Beppu Resort & Spa, ANA InterContinental Appi Kogen Resort, InterContinental Yokohama Pier 8 and InterContinental Osaka.

Chapter 3: Building on 60 years of trust and experience, IHG enters a new stage

IHG's 60-year success story in Japan is a result of its commitment to growth, collaboration and innovation, supported by the ability to maximise opportunities and navigate challenges. It is proud to have played such a prominent part in Japan's transformation as an international tourism destination.

IHG is committed to writing new chapters of its history in Japan over the next 60 years as it works with its many valued local partners and guests to achieve even more growth and success.

To celebrate its 60th anniversary in Japan, IHG is offering a variety of accommodation and restaurant promotions at its hotels across the country.

For more information, please visit its official website which is scheduled to go live on 1 October 2024: <https://www.ihg.com/content/jp/ja/japan>

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About IHG Hotels & Resorts

[IHG Hotels & Resorts](#) [LON:IHG, NYSE:IHG (ADRs)] is a global hospitality company, with a purpose to provide True Hospitality for Good.

With a family of 19 hotel brands and [IHG One Rewards](#), one of the world's largest hotel loyalty programmes, IHG has more than 6,400 open hotels in over 100 countries, and a development pipeline of over 2,200 properties.

- **Luxury & Lifestyle:** [Six Senses](#), [Regent Hotels & Resorts](#), [InterContinental Hotels & Resorts](#), [Vignette Collection](#), [Kimpton Hotels & Restaurants](#), [Hotel Indigo](#)
- **Premium:** [voco hotels](#), [HUALUXE Hotels & Resorts](#), [Crowne Plaza Hotels & Resorts](#), [EVEN Hotels](#)
- **Essentials:** [Holiday Inn Express](#), [Holiday Inn Hotels & Resorts](#), [Garner hotels](#), [avid hotels](#)
- **Suites:** [Atwell Suites](#), [Staybridge Suites](#), [Holiday Inn Club Vacations](#), [Candlewood Suites](#)
- **Exclusive Partners:** [Iberostar Beachfront Resorts](#)

InterContinental Hotels Group PLC is the Group's holding company and is incorporated and registered in England and Wales. Approximately 375,000 people work across IHG's hotels and corporate offices globally.

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