



Celebrate Service Frequently Asked Questions Franchise Hotels

What is Celebrate Service Week?

Celebrate Service was created as a way to recognize the hard work and dedication of the more than 350,000 employees who work at IHG's managed and franchise properties around the world as well as IHG's corporate offices. This will be the industry's largest recognition of front line teams and their professionalism, acknowledging that the success of any hotel, brand or hotel company is built on the quality of service that front-line teams deliver.

Who is sponsoring this?

Celebrate Service is a joint effort between IHG and the IAHI.

When will it be held?

Celebrate Service Week will be held July 26th to August 1st and will become an annual celebration at IHG.

Why is this so important?

Even in these challenging economic times, employees working in IHG-branded hotels and throughout the IHG corporate offices are going above and beyond to provide outstanding service to IHG's guests and hotels.

Being recognized for doing great work is motivating for anyone, and a genuine thank you costs nothing. Making sure the people who work in your hotels feel valued helps motivate them to do their best work – and that has a positive effect on the guest experience. Through Celebrate Service, IHG owners can positively influence the pride of employees, their sense of accomplishment, their engagement, and goodwill throughout the IHG system.

What kinds of activities will happen during the week?

It is going to be a really fun week with activities planned for three days, Monday, Wednesday and Friday, to celebrate the great things your employees do to provide outstanding service to your guests. And if you like, you are welcome to expand your celebration to every day that week. To help get your creative juices flowing, we will provide a toolkit of ideas on Merlin beginning in early June. Watch for more details coming soon.

Do I have to participate?

While voluntary for franchise hotels, IHG and the IAHI are encouraging all GMs and owners to show brand pride and take the opportunity to thank their employees for what they do to service their guests.

Are other owners committed to doing this?

Yes. Through regional IAHI meetings and correspondence, hundreds of owners and GMs that have been exposed to the idea have provided unanimous encouragement and support of both the concept and execution.

What will is cost?

A toolkit will be shared in early June via Merlin, which you can access via the Celebrate Service tab on IAHI.org. It will contain all the tools and information you need to host your events. There will be options to meet any budget. So, how much it costs is entirely up to you. And as always, we encourage you to come up with creative ideas of your own.

Do I have to sign up to participate?

No, you don't need to sign up. Just visit the site on Merlin when it launches in June and download everything you need.

How will I get my employees involved?

When the site launches in June, you will be able to go there for all kinds of ideas on how to engage and thank your employees. And, if you like, it might be fun for employees to get involved in planning the activities at your hotel through the creation of a Celebrate Service committee.

Who should I go to with questions?

Please contact your IHG hotel representative with questions. This would be your Area Manager, Area Director – Upscale Brands. You will also be able to ask your questions via the Celebrate Service site on Merlin, once launched in June.

What if I have a great idea about the celebration that I want to share with others?

As part of the Celebrate Service site on Merlin, there will be an area for owners and GMs to share ideas on Celebrate Service. We encourage you to visit the site to share your ideas with other hotels.

How do I let the Celebrate Service team know about an outstanding employee or team at my hotel?

Start getting your stories and photos ready now. As part of the Celebrate Service site, we'll be asking you to share your stories of outstanding service. And, we'll be highlighting some of the best through IHG and IAHI communications.

How can I help this initiative succeed?

Its simple, just participate and thank your employees for the outstanding service they give your guests. The ultimate success of this program will come down to the full participation of IHG owners and managers across the system. However, the best reward will be on an individual level, when each person who is recognized understands the role they play in bringing the brands to life.