

Frequently asked questions

Joining Partner Connect:

- **What is PartnerConnect?**
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- **What are my responsibilities upon joining the program?**
- **Who is Commission Junction?**
- **What if I am already a member of Commission Junction, can I join PartnerConnect?**
- **Will joining the program increase traffic to my site?**

What is PartnerConnect?

PartnerConnect is a program that allows you to place customized links to IHG brands and hotels on your web site or via email to your contacts. By sharing these links on your website or through another communication channel, visitors have the opportunity to book hotels through your link. If an IHG Hotel is reserved as a result of a visitor linking directly to our website from your customized link, we will pay you a percentage of the total room revenue when the visitor completes their hotel stay.

Why should I join?

Joining the PartnerConnect program will provide you with the ability to promote our brands, some of the most well known in the world, from your website or through your personal contacts - all while earning revenue you can put towards your bottom line or

contribute back to your organization. We handle the entire reservation process from billing to customer service. All you do is promote our hotels on your website, generate bookings, then collect your profit.

Does it cost me anything to join PartnerConnect?

No! It's absolutely free to join PartnerConnect.

Can a website outside of the United States join PartnerConnect?

Please join the regional program relative to your website's audience. The region which you belong within PartnerConnect does not dictate your eligibility to earn commissions for completed transactions made to global destinations.

I operate more than one website. Can I still join PartnerConnect?

Yes. You can have multiple sites as part of the PartnerConnect program. You can have one account with us that will include all of your sites. You will be given one Customer ID (CID) and each separate site will have its own unique PID. PID refers to your Commission Junction publisher Web site ID. This is necessary to create your unique URL so bookings can be tracked back to your account and credited to each site's unique PID. You can track the progress of each of your sites separately and be paid with one monthly check or direct deposit.

How do I join PartnerConnect?

Simply complete the PartnerConnect application process which can be found by visiting our Join page. After your application is submitted, we will contact you to let you know if you've been accepted as a Partner, and we will provide you with information on how to get started.

Is my website eligible for PartnerConnect?

Travel sites, blogs/content sites and organizations/fundraisers are just a few of the many examples of our current partners. IHG partners with many types of additional sites and anyone may submit an application, but we do reserve the right to refuse membership to a site or revoke a site's membership at any time if we deem that it contains objectionable material.

I don't have a website. Can I still join PartnerConnect?

Absolutely! You can join without a website and pull customized links that you can then email to your contacts (in lieu of placing them on your website). You will be asked to provide a website when you complete the application, but if you do not have an actual website then you may list the website of your email provider (e.g. www.google.com).

What are my responsibilities upon joining the program?

We will provide you with the tools and support you need to maximize sales through your site or through your customized links. You are responsible for implementing your links correctly and testing the links to make sure that bookings are tracked properly. You can not alter links by removing any parameters that are in your customized links. IHG is not responsible for untracked transactions due to improper link implementation.

Who is Commission Junction?

We've partnered with Commission Junction to provide you with trusted third-party tracking, real-time reporting, and monthly commission checks. With Commission Junction you will be able to access reports to analyze the performance of your site so that you can optimize IHG's hotel links and increase your earnings! We also work with other networks to provide the same services globally.

What if I am already a member of an affiliate network, can I join PartnerConnect?

If you are already a member of Commission Junction, simply log in to your network account and search InterContinental Hotels Group among the advertiser programs and complete the request to join process. If you belong to another affiliate network, you will need to visit www.cj.com to sign up in order to promote IHG Hotels & Resorts.

Will joining the program increase traffic to my site? PartnerConnect is a revenue-sharing program. It is not designed to help you increase traffic to your site; however, it enhances your site with content, so your user return rate may be higher.

Working Directly with IHG

- **How can I partner with IHG directly?**
- **How can I execute cross-promotional campaigns with IHG?**
- **How can I get IHG to support my organization, non-profit or community group?**
- **How can I work with a specific hotel(s) property?**
- **How do I work with IHG outside of a commission structure (CPM, media buys, search, etc)?**

How can I partner with IHG directly?

We are always eager to learn about new opportunities and develop new relationships. As a large international company we have many departments that may be an ideal fit with your company or organization. To best determine the team to contact, we ask you submit an inquiry to partnerconnect@ihg.com with NEW VENDOR REQUEST in the subject line. We will be sure to immediately forward your request to the appropriate department. We also ask you review information about PartnerConnect and let us know if this program is of interest to you.

How can I execute cross-promotional campaigns with IHG?

As an international company representing seventeen distinct brands, our marketing efforts are closely managed internally. We strive to ensure our guests are receiving consistent messages through all touch points and across all marketing channels and partnerships. If you have an interest in partnering with IHG to cross-promote products or services, please submit an inquiry to partnerconnect@ihg.com with CROSS-PROMO REQUEST in the subject line. We will be sure to immediately forward your request to the appropriate department.

How can I get IHG to support my organization, non-profit or community group?

IHG has a strong commitment to corporate responsibility and we pride ourselves on our involvement with our communities around the world. Our focus is to leverage our scale to have a strong positive impact within the organizations we partner with. To inquire about working with IHG in this capacity, email partnerconnect@ihg.com with ORGANIZATION SUPPORT in the subject line. We will be sure to immediately forward your request to the appropriate department.

How can I work with a specific hotel(s) property?

A distinct benefit of joining PartnerConnect is the ability to access information about all our hotel properties around the world in one location. That means one point of contact and one set of products and creative to manage. Giving you more free time to optimize and grow your business with the content and revenue we provide. We highly recommend joining PartnerConnect to work with all of our properties. If you are looking to partner with only a hotel or two for specific reasons, then please do not hesitate to contact the hotel directly.

How do I work with IHG outside of a commission structure (CPM, media buys, search, etc)?

PartnerConnect is a performance based program. That means our standard payment structure is commission on consumed stays. However, our scale allows us to tailor a few unique partnerships based on current performance and performance goals. IHG also has a strong test and learn culture, so even if you generally do not participate in affiliate programs, we encourage you to contact us at partnerconnect@ihg.com so we can discuss your business model and determine other ways we can work together.

Account Set Up and Use

- **How do I change my account information?**
 - **How do I create links for my site or to email to my contacts?**
 - **What technical skills do I need to have?**
 - **Where should I place the links on my site?**
 - **How often should I update my links?**
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How do I change my account information?

Once you have been accepted, you will be given access to Commission Junction's website: www.cj.com, where your account information can be modified.

What technical skills do I need to have?

You will need to be able to copy and paste html code and place it accurately within the code of a web page or within an email.

Where should I place the links on my site?

You should place links where they are easy for your site visitors to find, such as your homepage. Some areas you may want to place your links include your home page, your navigation bar, and any other high traffic areas. If you place the links in an easily accessible location on your site, your visitors will be more likely to book a hotel room.

How often should I update my links?

We frequently post new links and banners for seasonal promotions and offers, so we encourage you to sign up for our monthly newsletter and log into our network creative libraries each month to view new offers.

Tracking, Payment and Reporting

- **How much will I earn?**
 - **What is a look back?**
 - **How do I track my earnings?**
 - **How often do I get paid?**
 - **Do I earn profit on my own Hotel Bookings?**
 - **Who processes orders and handles customer service?**
 - **How will you know that the orders came from me?**
 - **How often can I run reports?**
 - **What is a PID?**
 - **How will my organization get money?**
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How much will I earn?

You will earn a minimum of 3% of the total consumed hotel bookings that are generated from your website with increased earnings opportunities based on volume and incentives run through PartnerConnect. Our average booking is over \$265 USD which means an opportunity of at least \$7.95 per booking back to you! A booking is considered consumed after a guest has completed their stay and checked out of one of our hotels. We can not predict how much you will earn from PartnerConnect because we do not know the level of traffic and the number of bookings you will generate to our brands and properties. However, there is no limit on how much you can earn - the more hotel bookings you refer from customized links, the more you earn!

What is a look back?

A look back refers to a cookie that is placed on the end user browser. Our look back period is 14 days, and we use a last-touch/click attribution model. If a customer books on an IHG site from your PartnerConnect link within a 14 day period - and does not click on another IHG affiliate partner's link during that time frame - you will earn a commission for that booking once the stay is consumed.

How do I track my earnings?

Through Commission Junction, you can access reports, updated daily, that provide information on impressions, click-through, consumed bookings, and commissions earned.

How often do I get paid?

You will receive a payment for a percentage of the sales you referred to our site every month. It will be issued to you, via Commission Junction, approximately 60 days after the close of the month. Checks will be issued for a minimum of \$100. If you signed up for direct deposit, the minimum payment is \$50.

For totals below these thresholds, we will carry over your earnings total until you reach the appropriate threshold. Earnings will then be distributed at the relevant monthly payout date.

Do I earn profit on my own Hotel Bookings?

Yes. When you reserve and stay at our hotel through your customized link, you earn the same profits on your stay that you would from a referrals stay.

Who processes orders and handles customer service?

We handle the booking process and IHG customer service for the customers that you refer. All you have to do is place links on your site.

How will you know that the orders came from me?

All links from your site to our site contain a unique identifier so that every time a user comes to us via your customized link, we know to credit you when a hotel booking is made. If you attempt to alter the links that you pull from your account or from the PartnerConnect site in any way, your tracking will be lost, resulting in lost profits to you.

How often can I run reports?

Reports are available 24 hours a day by logging into your network account.

What is a PID?

PID refers to your Commission Junction publisher Web site ID. This is necessary to create your unique URL so bookings can be tracked back to your account.

How will my organization get money?

If you are joining PartnerConnect to raise money for an organization, then you will be responsible for providing the funds you earn through PartnerConnect back to the organization. We will send the check directly to the address you provide when you sign up for our program through Commission Junction.

IHG HOTELS & RESORTS



REGENT



NIGNETTE
COLLECTION

KIMPTON
HOTELS & RESTAURANTS

HOTEL
INDIGO

VOCO



IHG ONE REWARDS