

IHG Hotels & Resorts hits 50 open hotels milestone in Japan

- Growth includes debuts for Six Senses, Vignette Collection and Garner brands
 - IHG remains on track to double its estate in key priority market



IHG[®] HOTELS &
RESORTS

Celebrating over
50 hotels in Japan



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19 February 2025 – Tokyo, Japan: [IHG Hotels & Resorts \(IHG\)](#), one of the world's leading hotel companies, has passed 50 open properties in Japan – where it remains on track to double its estate following market debuts by three brands.

This major growth milestone was celebrated during the recent visit of IHG's Chief Executive Officer Elie Maalouf to Tokyo.



Maalouf joined owners, partners and colleagues to mark a successful 2024 for IHG in Japan, where the business introduced its Six Senses, Vignette Collection and Garner brands as the country set a record by attracting more than 36 million international arrivals.

Abhijay Sandilya, CEO, IHG ANA Hotels Group Japan, and Managing Director, IHG Hotels & Resorts Japan & Micronesia, said: “It’s been wonderful to celebrate passing 50 open hotels in Japan, which is a significant milestone for IHG. Debuting three new brands in this vibrant market last year demonstrates the great growth momentum we’re building here, and we remain on track to double our estate in the country in the next few years.”

IHG has broadened its appeal to owners and guests in Japan over the past 12 months by strategically growing its portfolio across segments to provide more choice and amazing experiences than ever before.

- The opening of **Six Senses** Kyoto marked the luxury brand’s market debut and instantly proved an exciting addition to its flourishing urban collection.
- IHG’s first collection brand, **Vignette Collection**, launched with iconic hotels RIGHA Royal Hotel Osaka and The Windsor Hotel TOYA Resort & Spa joining the IHG system.
- Most recently, new midscale conversion brand **Garner** welcomed guests in Japan with three hotels in Osaka.

Sandilya continued: “We’re delighted to be growing across our brand portfolio in Japan, which is a priority market for IHG. While new-build properties remain fundamental to our growth, we’re also seizing the great opportunity in the country’s conversion space where international brands only represent 5% of hotels, far lower than the global average of close to 20-25%.

“We have developed the brands, enterprise platform and capabilities needed to successfully attract conversion opportunities and open hotels in quick time, generating increased revenue for owners.”

Japan’s status as an international hotspot looks set to continue with JTB forecasting another record year for international arrivals in 2025, which are set to reach 40.2m. Domestic travel in the country is also expected to grow, with JTB projecting an increase of 2.7% to 305 million travellers.

Sandilya added: “The rises in demand by international and domestic travellers are directly supporting our growth ambition in Japan. The recent launch of our newest brand, Garner, a mid-scale conversion brand, is a big opportunity for us, given the size of the country’s midscale market.

“Also, we’re set to celebrate more notable growth milestones this year, including the return of our powerhouse midscale brand, Holiday Inn, to Tokyo and Kyoto. It will be a special moment when Holiday Inn Kyoto Gojo welcomes guests as Kyoto was the brand’s first destination outside of the Americas when it opened in the 1970s.

“In 2025, we’ll continue to expand our extensive footprint of ANA Crowne Plaza hotels to new destinations including Okinawa, while the world’s first and largest international luxury brand, InterContinental, will open for the first time in Sapporo.

“So, all in all, 2025 is going to be another landmark year for IHG in Japan following our 60th anniversary celebrations in the country last year.”

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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 with over 145m members, IHG has more than 6,600 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](#)

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