

IHG scales real-time, trusted data across global brands

Accelerating time to value while powering data-driven engagement

IHG®

HOTELS & RESORTS

IHG Hotels & Resorts is a global hospitality company, with a purpose to provide True Hospitality for Good.

IHG embarked on a journey with Reltio to transform experiences for guests, businesses, and hotel owners with unified data and provide a critical data foundation.

Year founded

2003

Headquarters

Windsor, Berkshire, England

6,700+ hotels

in over 100 countries

145M+

loyalty program members

385,000

employees across IHG hotels and corporate offices globally

Meet IHG

IHG Hotels & Resorts is a global hospitality company that can trace its origins back to the Bass Brewery, established in 1777, and IHG was officially formed in 2003.

With a family of 20 hotel brands and IHG One Rewards, one of the world's largest hotel loyalty programs with over 145 million members, IHG has more than 6,700 open hotels in over 100 countries, and a development pipeline of over 2,200+ properties.

Goals

IHG wanted to increase the value of their rewards program to drive customer loyalty, rebook rate, and deliver more value to hotel owners. IHG's legacy master data management (MDM) solution, and data architecture had proven to be unable to support this journey.

The legacy MDM system was not scalable and was running on an unsupported version. This limited the ability to benefit from new features and improvements. In addition, guest data was being pushed from three different data sources, and attempting to manage data from these sources led to integration challenges and data quality issues.

IHG's strategic focus was to replace legacy limitations with a modern data infrastructure that stores and delivers real-time, trusted, and unified guest information to operational systems across the enterprise to improve guest experiences.

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Modernizing legacy data systems is essential to providing accurate, real-time information that can enhance guest experiences and support business growth.

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KIMBERLY CHOATE

Head of Property & Guest Integrations,
CRM & Enterprise Integrations, IHG

Why Reltio

When IHG explored a new master data management solution, the team conducted a comprehensive evaluation process for multiple vendors using a highly defined set of criteria that aligned with their business and technical needs. The IHG team selected Reltio Data Cloud™ for several key reasons:

- **Cloud-native, SaaS platform:** Alignment with IHG's data architecture roadmap and elimination of the complexities and burdens of on-premise system maintenance
- **Improvement of data management and unification capabilities:** Ability to effectively match and merge guest data to create a single, unified view, which the old system struggled to do
- **Enterprise-grade scalability and performance:** Scalability and performance to handle IHG's global operations and high-volume data demands
- **Future-proofing the data infrastructure:** Reltio's ability to provide a data backbone for AI, which aligns with IHG's future technology strategy
- **Global presence and data residency:** Global infrastructure and commitment to data residency requirements are critical for IHG's international operations
- **Ease of migration:** A key consideration, as a disruptive migration would not have been feasible for the business

Solution

- Replaced legacy MDM with Reltio's cloud-native platform
- Consolidated guest data from three core systems into a unified, trusted profile
- Connected guest, B2B, and owner data for better business alignment
- Enabled real-time sync with five operational systems, including booking and loyalty
- Scaled performance to support high transaction volumes across global operations

Solution

Reltio Data Cloud's cloud-native architecture replaced IHG's legacy MDM, enabling a modern data infrastructure. IHG consolidated guest data from three core systems across all brands and regions into a single trusted source, which now feeds validated data to real-time operational platforms, including loyalty and booking engines.

IHG uses Reltio Data Cloud's integration capabilities to connect various key systems, enabling real-time data sync and secure data flow. Reltio ingests data from multiple sources and provides a unified view of guest, B2B, and owner data, which feeds this enriched data to downstream systems such as analytics and marketing.

With Reltio Data Cloud in place, IHG was able to:

- Leverage high-volume, trusted data for marketing to engage guests and convert non-members
- Significantly improve match percentages while redefining and implementing better match rules
- Enable CRO agents to identify guests accurately, easily, and quickly, reducing processing time and improving responsiveness at key touchpoints
- Enhance data steward experience with improved search capabilities and UI, coupled with crosswalk displays

Results

The adoption of Reltio Data Cloud transformed IHG's approach to data unification and management. By consolidating guest records into a single, trusted source, the company gained confidence in its data foundation—supporting more efficient operations, higher data quality, and more consistent guest experiences across global systems.

Speed, global reach, and ease of migration were key reasons IHG chose Reltio Data Cloud. The company achieved its **first value milestone at just 10 weeks** from its start date. As adoption progressed, IHG:

- **Achieved a 34% reduction in duplicate profiles** through conservative auto-merge rules—with potential to expand the rules later
- **Enhanced guest experience and productivity** by using up-to-date, accurate information—reducing processing times, improving responsiveness, and increasing overall efficiency
- **Resolved 90-95% of performance issues** and able to process 1.5M messages daily from multiple data sources
- **Improved marketing and loyalty outcomes** with targeted, personalized promotions to drive guest growth, engagement, and advance loyalty tier progression
- **Increased usability and traceability** of trusted data for data stewards and others with crosswalk display of data sources, plus data lineage and history
- **Gained valuable analytic insights** into day-to-day operations, aiding in better decision-making and operational efficiency

Benefits

- 34% reduction in duplicate profiles through conservative auto-merge
- 90–95% resolution of performance issues; 1.5M messages processed daily
- Faster guest identification and response times, boosting experience and efficiency
- Improved targeting with personalized promotions for guest growth and loyalty
- Greater data traceability with crosswalk views and data lineage
- Accelerated analytics and decision-making through unified operational data



With Reltio, we don't have to worry about the platform—and we can focus more on leveraging the data for our business initiatives.



KANCHAN REDDY GANTA

Lead Engineer, IT Software Dev & Execution, IHG

Next steps

Building on the successful migration and implementation of Reltio, IHG plans to continue expanding Reltio's footprint across the business by unifying more data domains and scaling the platform to serve additional global regions. This includes progressing with the integration of B2B account data, expanding the significant improvements already seen in data consolidation and matching. The goal is to make the source data even more reliable and unify guest information earlier in operational processes.

IHG is also exploring several advanced use cases and data integrations with plans to:

- Use Reltio as a central repository for standardized reference data (e.g., brands, regions, sub-regions) to support downstream systems with consistent information
- Integrate hotel data to enable location-specific digital services in web and mobile experiences
- Enable real-time contact validation at guest touchpoints, such as mobile check-in and Wi-Fi login, by supporting live transactional use cases
- Bring together ownership, sales, hotel, and customer data to empower analytics teams to uncover insights for growth—such as evaluating new hotel locations or identifying portfolio gaps



Using Reltio as our master data management platform opens up new opportunities to expand into more regions and supports IHG's strategic growth.



KIMBERLY CHOATE

Head of Property & Guest Integrations, CRM & Enterprise Integrations, IHG

Just as IHG welcomes millions of guests on their travel journeys, the company is continuing its own data journey—expanding the reach of its trusted data foundation to new domains, new regions, and new use cases that will power smarter decisions, deeper personalization, and future innovation.



ABOUT RELTIO

At Reltio, we believe data should fuel your success in the enterprise AI era. Reltio Data Cloud™ is the agentic data fabric for the enterprise—powering real-time data intelligence and AI transformation. Reltio's cloud-native SaaS platform delivers unified, trusted, and context-rich data across domains in real-time. With Reltio, organizations gain 360-degree views of customers, products, suppliers, and more—mobilized in milliseconds to any application, user, or AI agent. Trusted by the world's largest enterprises across life sciences, financial services, healthcare, technology, and more, we help organizations fuel frictionless operations, drive innovation, and reduce risk.

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