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InterContinental Hotels & Resorts has been awarded the World’s Leading Hotel Brand for the fourth year running, as well as World’s Leading Business Hotel for the second year in a row at the Grand Final Ceremony of the 2012 World Travel Awards in New Delhi, India.

Throughout 2012, InterContinental Hotels & Resorts also received a number of accolades during the World Travel Awards’ programme of regional ceremonies including:

- Europe’s Leading Hotel Brand for the second year running
- Asia’s Leading Hotel Brand
- Africa’s Leading Hotel Brand
- Mexico & Central America’s Leading Hotel Brand

Simon Scoot, IHG’s Vice President Brands – InterContinental Hotels & Resorts and IHG Global Resorts says of the awards: “We are very proud to have won the award for the World's Leading Hotel Brand for the fourth year running, as well as so many other awards regionally throughout the year. For us, this is valuable recognition that our hotels and resorts continue to provide our guests with unrivalled insider knowledge in our many destinations around the world.”

InterContinental Hotels & Resorts has presence in more than 60 countries with knowledge that comes from over 60 years of experience. The first hotel brand to offer global destination-specific concierge websites and videos, guests can have richer travel experiences by tapping into the collective knowledge of InterContinental Concierge teams in more than 120 destinations.

Established 19 years ago, the World Travel Awards acknowledge excellence in the travel and tourism industry, and is described by the Wall Street Journal as “the Oscars of the Travel Industry”. The results are based on 167,000 travel agencies, industry professionals and the general public from more than 160 countries.

Consultez la source sur Veille info tourisme: InterContinental Hotels Resorts Named World’s Leading Hotel Brand at World Travel Awards