

**INTERCONTINENTAL SINGAPORE STRENGTHENS OUTREACH STRATEGY IN INDIA  
WITH NEW PARTNERSHIP TO BOOST INBOUND TRAVEL BOOKINGS**



**SINGAPORE, 07 March 2022** – InterContinental Singapore, an award-winning luxury heritage hotel and flagship hotel of IHG Hotels & Resorts in Singapore partners Avenir Research Marketing, an India-based boutique sales and marketing representation company to strengthen its outreach strategy in the Indian market and to capture the increasing inbound travel demand through the Vaccinated Travel Lane (VTL).

"India is one of our top key source markets since pre-pandemic days, and the current two-way quarantine-free travel between India and Singapore via the VTL has been a booster for us." shared Andreas Kraemer, General Manager of InterContinental Singapore who has the country close to his heart, having previously based in India for over two years as General Manager for an international chain's luxury five-star hotel and resort.

"With Avenir Research Marketing and Chief Executive Officer Ashish Bhandari's global outlook, industry know-how and solid sales representation in the Indian market, we are confident that leveraging on this extended resource coupled with our in-house expertise will help cement the hotel's status as the preferred luxury accommodation in Singapore and boost our inbound travel bookings, bringing more Indian travellers and meeting groups to stay with us while on business and leisure in Singapore." said Andreas.

"It is a privilege for us to be appointed by InterContinental Singapore as the hotel's sales and marketing representative in India. With the landmark hotel's rich history and strategic location, as well as it being a key player in the luxury hospitality segment in Singapore, we are excited to position and drive the five-star hotel's offerings to established industry influencers and over 4,000 travel agents across India." shared Ashish Bhandari, CEO of Avenir Research Marketing. "In addition to being an accommodation provider, InterContinental Singapore is also a highly sought-after dining and wedding destination with



its stunning function spaces, award-winning restaurants, in-house culinary experts and a prolific Indian Chef - a breeze for our sales pitch!"

Founded in 2016 by Ashish, Avenir Research Marketing offers robust, tailor-made service to tourism gems around the globe, helping international organisations stand out in the competitive landscape, as well as achieve visibility and revenue goals in the booming Indian market.

**For high res images, please download them [here](#).**

**Media Enquiries:**

Tricia Quak Director of Marketing Communications Tel: +65 6825 1252 Email: <a href="mailto:tricia.quak@ihg.com">tricia.quak@ihg.com</a>
--

**Notes to Editors:**

**About InterContinental® Singapore**

A luxury landmark set in the heart of a historic precinct, InterContinental Singapore is deeply rooted in the heritage of the arts and cultural districts of Bugis and Bras Basah. Positioned in proximity to established historical enclaves including Arab Street, Kampong Glam and Little India, InterContinental Singapore is also conveniently located next to Bugis Junction shopping complex, Singapore's first glass-covered air-conditioned shopping street.

Drawing on the city's rich heritage and multi-faceted cultures inspired by the surrounding locale, the 403-guestroom hotel exudes a residential charm that harmoniously marries luxury and elegance with hints of locality. Comprising a Main Tower that suitably blends heritage-inspired furnishings with modern-day comforts, and a Heritage Wing which is distinctly reflective of the Peranakan culture, all rooms and suites incorporate a touch of historic charm.

For more information, visit [singapore.intercontinental.com](http://singapore.intercontinental.com), [twitter.com/interconsin](https://twitter.com/interconsin), [facebook.com/ICSingapore](https://facebook.com/ICSingapore) or [instagram.com/interconsin](https://instagram.com/interconsin).

**About InterContinental® Hotels & Resorts**

InterContinental Hotels & Resorts has 205 hotels located in more than 60 countries with local insight that comes from over 70 years of experience. As a brand, we believe that superior, understated service and outstanding facilities are important, but what makes us truly different is the genuine interest we show in our guests. We connect our well-travelled guests to what's special about a destination, by



sharing our knowledge, so they enjoy authentic experiences that will enrich their lives and broaden their outlook.

As the world's first international luxury travel hotel brand, we have been pioneering new international destinations for decades.

For more information about the InterContinental Hotels & Resorts brand, visit [www.intercontinental.com](http://www.intercontinental.com). Find us on Twitter [www.twitter.com/InterConHotels](https://www.twitter.com/InterConHotels), Facebook [www.facebook.com/intercontinental](https://www.facebook.com/intercontinental) or Instagram [www.instagram.com/intercontinental](https://www.instagram.com/intercontinental).

### **About IHG® (InterContinental Hotels Group)**

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

With a family of 16 hotel brands and IHG Rewards, one of the world's largest hotel loyalty programmes, IHG has nearly 6,000 open hotels in more than 100 countries, and a further 1,800 due to open over the next five years.

- **Luxury and Lifestyle:** Six Senses Hotels Resorts Spas, Regent Hotels & Resorts, InterContinental Hotels & Resorts, Kimpton Hotels & Restaurants, Hotel Indigo
- **Premium:** HUALUXE Hotels and Resorts, Crowne Plaza Hotels & Resorts, EVEN Hotels, voco Hotels
- **Essentials:** Holiday Inn Hotels & Resorts, Holiday Inn Express, avid hotels
- **Suites:** Atwell Suites, Staybridge Suites, Holiday Inn Club Vacations, Candlewood Suites

InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. Approximately 350,000 people work across IHG's hotels and corporate offices globally. Visit [www.ihg.com](http://www.ihg.com) for hotel information and reservations and [www.ihgrewards.com](http://www.ihgrewards.com) for more on IHG Rewards Club.