

HOTELS

IHG's new Noted Collection looks to attract upscale, upper-upscale hotels

By Christina Jelski   | Feb 18, 2026



The logo for the Noted Collection by IHG is centered on a light orange background. It features the word "Noted" in a large, dark serif font with a trademark symbol (TM) at the top right. Below "Noted" is the word "COLLECTION" in a smaller, dark, all-caps serif font. At the bottom, the words "BY IHG" are written in a bold, dark, all-caps sans-serif font, flanked by two horizontal lines.

IHG said it expects the brand to reach more than 150 properties worldwide within the next decade. Photo Credit: IHG Hotels & Resorts

IHG Hotels & Resorts has introduced the Noted Collection, a new soft brand that will target conversions in the upscale to upper-upscale segments.

According to IHG, the brand is designed to bring independent hotels into IHG's system while allowing them to retain their individual character.

Each Noted Collection property must feature three hallmarks: distinct design and individuality; curated guest experiences that feature signature food, drink and cultural moments; and a warm, personalized service style, incorporating touches such as handwritten notes and other "thoughtful details."

Participating properties gain access to IHG's distribution and revenue management platforms as well as its IHG One Rewards loyalty program, which the company said has more than 160 million members.

Talks underway with possible members

IHG added that it is currently in discussions with multiple property owners, including several with hotel portfolios, about potential additions to the brand.

Noted Collection will sit within IHG's Premium tier, playing alongside brands like Crowne Plaza, Voco and Ruby.

The company expects the brand to reach more than 150 properties worldwide within the next decade, with the brand's initial rollout set to begin throughout Europe, the Middle East, Asia and Africa.

"There is strong appetite from owners of high-quality, one-of-a-kind hotels ready to join the power of our platforms and expertise," IHG CEO Elie Maalouf said in a statement.

IHG estimates that many of the roughly 2.3 million independent rooms globally within the upscale and upper-upscale segments "could benefit from being a part of IHG's powerful enterprise."

Noted Collection is IHG's 21st brand.

From Our Partners