

IHG Appoints Syndacast as Online Media Agency

InterContinental Hotels Group (IHG), one of the world's largest hotel companies, has appointed Syndacast to its roster of agencies in South East Asia and Korea.

BANGKOK, THAILAND, September 26, 2016 /EINPresswire.com/ -- InterContinental Hotels Group (IHG), one of the world's largest hotel companies, has appointed [Syndacast](#) to its roster of agencies in South East Asia and Korea. Syndacast is known as one of Asia's leading online performance marketing agencies for hotel and travel brands, with offices in Thailand, Singapore and India.



IHG selected Syndacast to augment existing partners and drive its sub-regional online and digital activity in markets such as Singapore, Indonesia, Malaysia, Thailand, IndoChina, Philippines and Korea. Services include Search Engine Marketing, Display Advertising across programmatic platforms, Travel Intent Data-Driven media and Social Media Advertising .

"Syndacast demonstrated that it has both the market and domain knowledge to add value to our digital marketing efforts in the region," said Lincoln Barrett, VP Sales & Marketing, South East Asia and Korea.

"Despite years of experience working with dozens of travel brands, today we are especially proud to welcome a respectable organization such as InterContinental Hotels Group as one of our clients, and are excited by the challenge to deliver performance media solutions built for today's digitally-enabled traveler," said Chief Strategy Officer of Syndacast, Doy Moreau.

About IHG®

IHG® (InterContinental Hotels Group) is a global organisation with a broad portfolio of hotel brands, including InterContinental® Hotels & Resorts, Kimpton® Hotels & Restaurants, HUALUXE® Hotels and Resorts, Crowne Plaza® Hotels & Resorts, Hotel Indigo®, EVEN® Hotels, Holiday Inn® Hotels & Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®.

IHG franchises, leases, manages or owns more than 5,000 hotels and nearly 750,000 guest rooms in almost 100 countries, with more than 1,400 hotels in its development pipeline. IHG also manages IHG® Rewards Club, the world's first and largest hotel loyalty programme with more than 96 million members worldwide.

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