T-shirts, Trinkets and Tourist Tokens: Holiday Inn Explores the History of Souvenirs

The Evolution of Souvenirs is the first installment in the journey to uncover the history and current trends of popular keepsakes

Singapore (22 September 2014): Souvenirs are a multi-million dollar business and have always formed a crucial part of the travel experience. Holiday Inn has mapped the evolution and history of souvenirs, tracing the very first travel mementos through to their modern day equivalents.

The brand uncovers key dates, trends and fads that have impacted what and why travellers collect souvenirs since 980BC, including where the world’s largest gift shop can be found and which nation of travellers spend the most on souvenirs.

The Evolution of Souvenirs is a prelude to a multi-part Souvenir Series, of infographics developed from a survey of travellers across Asia, the Middle East and Africa. The series delves into the cultural nuances, buying habits and perceptions of souvenir sharing across a wide range of nationalities and ages - and unveil some of the worst and best souvenirs that survey respondents have either received or bought for themselves.

Lee Lin Teo, Director of Brand Management for the Holiday Inn Brand Family across Asia, Middle East and Africa (AMEA) at InterContinental Hotels Group (IHG) said, “Souvenirs are an integral part of the travel experience - everyone has a souvenir that are treasured momentos of a great trip, as well as ones that might have quickly found their way to the back of a cupboard.

“The Souvenir Series gives us the opportunity to uncover not only what travellers like to bring home and share with friends, family and colleagues but also provides an incredible insight into the differences across this diverse and culturally rich region. We always want to learn more
about our guests and provide new and exciting experiences, so we are looking forward to the insights from this research.”

From the Ultimate European Excursion, to the souvenir spoons mania that gripped America, to kitschy fridge magnets today, the first Souvenir Series takes the reader through a journey of souvenir discovery.

Keep updated on the Souvenirs Series and all other Holiday Inn news and campaigns by visiting HolidayInn.com/Communications.

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Notes to Editors:
About Holiday Inn®: With almost 1,200 hotels worldwide, the Holiday Inn® brand is the most widely recognised lodging brand in the world. In fact, the Holiday Inn brand was one of the first international hotel brands to establish a presence in China in 1984. The Holiday Inn brand provides the services that business travellers need, while also offering a comfortable atmosphere where all people can relax and enjoy amenities such as restaurants and room service, swimming pools, fitness centres and comfortable lounges. The casual atmosphere and amenities such as meeting and on-site business facilities, Kids Eat and Stay Free programme, and KidSuites rooms at every Holiday Inn Resort hotel demonstrates the long-standing commitment of the Holiday Inn brand to serving. The Holiday Inn brand has been ranked “Highest in Guest Satisfaction Among Mid-scale Full Service Hotel Chains”, according to the J.D. Power and Associates 2011, 2012 and 2013 North America Hotel Guest Satisfaction Index StudySM. For more information about Holiday Inn and Holiday Inn Resort or to make a reservation, visit www.holidayinn.com.
About IHG (InterContinental Hotels Group): IHG (InterContinental Hotels Group) [LON:IHG, NYSE:IG (ADRs)] is a global organisation with a broad portfolio of nine hotel brands, including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels & Resorts, Holiday Inn Express®, Staybridge Suites®, Candlewood Suites®, EVEN™ Hotels and HUALUXE® Hotels and Resorts.

IHG manages IHG® Rewards Club, the world’s first and largest hotel loyalty programme with over 80 million members worldwide. The programme was relaunched in July 2013, offering enhanced benefits for members including free internet across all hotels, globally.

IHG franchises, leases, manages or owns over 4,700 hotels and 693,000 guest rooms in nearly 100 countries, with almost 1,200 hotels in its development pipeline.

InterContinental Hotels Group PLC is the Group’s holding company and is incorporated in Great Britain and registered in England and Wales.