

Premium move: IHG and Pro-invest Group reposition asset as voco Queenstown

*Conversion from Holiday Inn Express & Suites Queenstown unlocks
long-term owner value in New Zealand's stand-out market*



9 February 2026 Queenstown, New Zealand: [IHG Hotels & Resorts](#) (IHG) today announced the conversion of Holiday Inn Express & Suites Queenstown to **voco Queenstown**, partnering with asset owner, developer and manager, Pro-invest Group, to reposition the highly regarded, centrally located hotel within IHG's premium portfolio.

The 227-room property, operated by EVT Connect Hospitality, is superbly situated in the heart of Queenstown, just a short stroll from the lakefront and the town's popular dining, retail and tourism precincts. This conversion represents a considered evolution of the asset, aligning its prime location, scale and performance profile with a premium brand proposition.

The hotel will transition to the voco brand and reopen as voco Queenstown later in 2026 following a refurbishment that includes the upgrade of its meeting spaces, a new Private Dining Room, new outdoor dining space and a restaurant and bar, Mozzarella & Co. Together, these enhancements are designed to strengthen the property's commercial mix, broaden its appeal across leisure and corporate segments, and support sustained long-term performance.

Matt Tripolone, Managing Director, IHG Hotels & Resorts Australasia & Pacific, explained that this conversion reflects IHG's strategic approach to working with owners to unlock long-term value.

"This is a strategic repositioning of a great hotel into an even stronger proposition," said Matt. "By working closely with Pro-invest Group and their operating partner EVT Connect Hospitality, we are aligning the right brand with the right asset, and the right location – taking a long-term view to support sustainable returns. Conversions like this demonstrate how we partner with owners to maximise value through brand strength, commercial capability and efficient execution."

New Zealand's hotel market continues to be defined by disciplined development activity, an increased focus on asset quality, and a growing emphasis on unlocking value from existing properties. Against this backdrop, Queenstown remains a stand-out destination, underpinned by strong year-round visitation, a well-established international profile, and sustained demand for well-located, high-quality accommodation.

Ronald Stephen Barrott FRICS, Pro-invest Group Founder & Chairman said the decision reflects confidence in both the asset and IHG's premium platform.

"This hotel has an established track record and an exceptional location in the Queenstown market," said Ron. "Transitioning to voco allows us to reposition the asset for its next phase, leveraging IHG's scale, systems and premium brand strength to support long-term performance."

voco Queenstown will join IHG's growing premium portfolio in New Zealand and will be fully integrated into the company's enterprise platform – including global distribution, sales and its IHG One Rewards loyalty programme.

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[IHG Hotels & Resorts](#) (tickers: LON:IHG for Ordinary Shares; NYSE:IHG for ADRs) is a global hospitality company, with a purpose to provide True Hospitality for Good.

With a family of 20 hotel brands and [IHG One Rewards](#), one of the world's largest hotel loyalty programmes with over 145 million members, IHG has more than one million rooms and 6,800 open hotels in over 100 countries, and a development pipeline of over 2,300 properties.

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