

TRAVEL AND HOSPITALITY

Dorchester pulls hotel social profiles amid boycott

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Among the hotels facing a boycott is the Beverly Hills Hotel. Image credit: Dorchester Collection

By STAFF REPORTS

Hotel chain Dorchester Collection has closed the social accounts for its properties as consumers voice their dissent for the group's owner.

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Dorchester is owned by the Sultan of Brunei, who is putting into place one of the harshest versions of Sharia Law in his small monarchy, in which citizens believed to be gay will be stoned and whipped to death. After experiencing backlash on social media, Dorchester has decided to pull the accounts for its collection of hotels.

Going dark

Dorchester Collection is seeing boycotts from celebrities, a large portion of its business and other affluents as actor George Clooney urges the movement forward.

The re-surge of boycotts for these hotels comes a few years after the original movement began, in support to stop extreme anti-LGBT violence by the owner of the hotels. While the changes to laws in Brunei were announced in 2014, they went in effect this month.

As this movement gains attention, Dorchester has seen a plethora of comments directed at it on social media. The hotel chain therefore decided to deactivate its accounts.

While Dorchester's corporate accounts remain active, it has deactivated all of its hotel pages.

In a statement, the company says, "Dorchester Collection is an inclusive and diverse company and does not tolerate any form of discrimination. Although we believe in open and transparent communication, we have reluctantly deactivated our hotel social media pages due to the personal abuse directed at our employees for whom we have a duty of care.

"Our corporate social media pages remain in place. Dorchester Collection's Code emphasizes equality, respect and integrity in all areas of our operation, and strongly values people and cultural diversity amongst our guests and employees."

[View this post on Instagram](#)

In light of recent events.

A post shared by Dorchester Collection (@dorchestercollection) on Apr 3, 2019 at 8:46am PDT

Instagram post from Dorchester Collection

In a column for *Deadline* voicing his call for a boycott, Mr. Clooney had stressed that from his perspective, hotel staff were not to blame, calling them "kind and helpful" ([see story](#)).

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