

TRAVEL AND HOSPITALITY

IHG donates \$500K to support survivors of human trafficking

January 25, 2023



This most recent donation is part of IHG's longterm commitment to ending human trafficking practices throughout the world. Image credit: IHG

By LUXURY DAILY NEWS SERVICE

Hospitality group InterContinental Hotels Group has donated \$500,000 to the "No Room for Trafficking Survivor Fund" (NRFT).

Presented by the American Hotel and Lodging Association (AHLA), the NRFT fund invests in organizations and initiatives that address the long-term and short-term needs of human trafficking survivors. This marks the latest effort in IHG's commitment to ending the inhumane practice.

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"IHG Hotels & Resorts is committed to eradicating human trafficking, and this support of the NRFT Survivor Fund underscores our longstanding effort to condemn this exploitation and help survivors," said Elie Maalouf, CEO of Americas, **IHG Hotels and Resorts**, in a statement.

Safe shelter

Founded in 1953, the AHLA Foundation is a nonprofit organization providing educational and other services to the hospitality industry.

The NRFT is part of the hospitality-wide effort to eradicate human trafficking. It supports a number of programs which work toward combatting the present problem and preventing future incident.

The programs includes educating industry employees in how identifying reporting suspicious activity, on hotel grounds and beyond. For this, the fund provides a member resource Guide, training programs and other resources.

NRFT also hosts a series of events throughout the year. Chief among these events are those which take place in January during National Human Trafficking Awareness Month in January and World Day Against Trafficking on July 30.

More than 70,000 industry employees have completed this training since 2020.

NO ROOM FOR TRAFFICKING

AN AHLA FOUNDATION PROGRAM

Since 2020, more than 70,000 hotel industry employees have completed human trafficking prevention training with the ALHA Foundation's NRFT Fund. Image credit: IHG

IHG's donation made up a significant portion of the \$2.5 million total raised by members of the hospitality industry.

Other contributing parties included G6 Hospitality, the Hilton Global Foundation, Extended Stay America and Wyndham Hotels and Resorts.

For those already affected by trafficking, the funds go toward providing them with support and stability.

Previous efforts by the industry to address social issues include hospitality group Marriott-owned Starwood Hotels & Resorts' pledge to conduct its business in accordance with the United Nations Guiding Principles on Business and Human Rights ([see story](#)).

"I am proud of our industry's united efforts against human trafficking and extremely grateful for the generous donation by IHG Hotels & Resorts," Ms. Blue said in a statement.

"These continued partnerships and investments are the very reason why NRFT and our Survivor Fund will continue to positively impact lives," she said.

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