

TRAVEL AND HOSPITALITY

IHG extends Pride in London participation

July 3, 2023



On July 1, the hotel company was part of Pride in London, the U.K.'s biggest congregation of the sort. Image credit: InterContinental Hotels Group (IHG)

By LUXURY DAILY NEWS SERVICE

Hospitality group InterContinental Hotels Group (IHG) is continuing an inclusive collaboration.

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On July 1, the company was part of Pride in London, the United Kingdom's biggest congregation of the sort. First connecting with the celebration in 2022, this second participation solidifies IHG's commitment to diversity through its internal LGBTQ+ employee resource group (ERG) called "Out & Open."

"At IHG, we believe that every individual should be celebrated, respected and treated with dignity, regardless of their sexual orientation or gender identity," said Stephen Quick and Peter Brennan, co-executive sponsors of Out & Open at IHG Hotels & Resorts, in a statement.

"Out & Open's partnership with Pride in London is a great moment in time to reinforce our year-round commitment to creating an inclusive environment for the LGBTQ+ community, both within our organization and in the world around us."

Proud support

The annual Pride in London festivities draw millions of people from across the LGBTQ+ community and beyond.

With a starting point situated directly in front of the InterContinental London Park Lane hotel, a group representing the company marched alongside the demonstrators as allies. Following Pride in London, IHG will also continue its support for the U.K. Black Pride event come August 2023.

To celebrate this and Pride month, members of our employee network Out & Open raised the Pride flag outside the InterContinental Presidente Mexico City.

We're not quite done with #IHGPride yet! Next week, we're in Europe where our UK team will be celebrating Pride of London pic.twitter.com/9oOURDRUdr

IHG (@IHGCorporate) [June 28, 2022](#)

"We are thrilled to have support and partnership from IHG Hotels & Resorts for a second year," said Will De'Athe-Morris, a representative at Pride in London, in a statement.

"Their increased commitment directly supports the members of London's LGBTQ+ communities by allowing us to run the UK's largest free-to-access Pride event, reinforcing our shared goal to advance visibility, unity and equality for all LGBTQ+ people advocating for the freedoms that will enable everyone to live their lives on an equal footing."

The brand's Out & Open platform offers a multitude of workplace initiatives focused on progressive, people-focused efforts. The voluntary group takes on topic areas such as gender, disabilities, racial diversity and among other things, early career support.

Seeing widespread adoption throughout the multinational corporation, it now counts just under 30 chapters.

Of course, IHG is not the only luxury brand to uphold its supportive commitment to the LGBTQ+ community within the last month. Givenchy Beauty among them, the beauty arm of an LVMH fashion house recently launched its own metaverse Pride exhibition ([see story](#)).

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