

TRAVEL AND HOSPITALITY

IHG returns as official hotel partner of US Open

August 24, 2023



"The IHG Athletic Club" pop-up is coming to New York's Kimpton Hotel Eventi this month. Image credit: IHG

By LUXURY DAILY NEWS SERVICE

Hospitality group InterContinental Hotels Group (IHG) is sponsoring another year of a highly-anticipated tennis competition.

For the fifth year, the brand is the official hotel partner and hotel loyalty program of the US Open, which kicks off in New York City on Aug. 28. To celebrate this renewed relationship, the group is launching "The IHG Athletic Club," a themed pop-up, in the lead-up to the event with plans to activate on-site throughout the live tournament.

"There's something electric about New York City during the US Open Tennis Championships," said Brian McGuinness, senior vice president of global guest experience at [IHG Hotels & Resorts](#), in a statement.

"At IHG, not only do we provide unmatched hospitality, but we continue to offer unique ways for our guests, loyalty members and tennis fans to experience the US Open like never before," Mr. McGuinness said. "This year, we're excited to launch The IHG Athletic Club, a pop-up experience that brings an actual pickleball court and the competitive spirit of tennis to life inside our very own Kimpton Hotel Eventi in NYC."

Having a ball

Hosted Aug. 23 at New York City's Kimpton Hotel Eventi, an invite-only affair kicked off the engagement.

The exclusive celebration brought to life IHG's standing partnership with the United States Tennis Association (USTA) and featured a DJ set from producer and songwriter Mark Ronson. Walls were lined with racquets, installations complemented vibrant greenery and tennis-themed entertainment occupied partygoers.

IHG's pop-up social club enters the scene ahead of the 2023 US Open, lending both locals and IHG One Rewards members a hands-on, athletic experience.



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A post shared by Hotel Eventi (@hoteleventi)

From pingpong to the ever-popular pickleball, the branded takeover will reach the Kimpton Hotel Eventi on Aug. 25 and 26 from noon to 5 p.m. ET.

Tournament games, swag item prizes, refreshments and spots to relax and watch the competition are all available for enjoyment.

Reservations can be made at theihgathleticclub.splashed.com.

Later, when the US Open Tennis Championships a priority event for luxury brands across verticals ([see story](#)) begin running through Sept. 10, 2023, IHG is also presenting on-site activations at the USTA Billie Jean King National Tennis Center in Flushing, Queens.

Between matches, fans can cool off with signature cocktails and glasses of wine served at the shaded Kimpton Lemon Tree Bar, set up on the terrace outside the Arthur Ashe Stadium.

Those who are part of the loyalty program will have their own unique opportunities that are available for purchase, such as behind-the-scenes tours and attendance at post-match conferences. Members can also use their points to bid on and redeem VIP experiences with IHG One Rewards Access.

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