

2017 HOTEL INDIGO® PRIDE TOOLKIT

IHG is a company that supports and is committed to a diverse workplace and has always embraced the LGBTQ community. From our Out & Open Employee Resource Group to our 100% top score on the Human Rights Campaign Equality index, IHG and its family of brands champion equality for LGBTQ guests, colleagues, and friends.

At Hotel Indigo®, we share this commitment to creating a welcoming environment for all. We celebrate individuality and appreciate self-expression. It's what makes our hotels, our employees, and our guests unique.

Every June, the LGBTQ community and allies celebrate Pride Month – and many Hotel Indigo® properties around the country celebrate Pride too. Our hotels have long played a role in supporting the LGBTQ community and celebrating inclusivity and diversity. Help us show our support for this iconic event and its mission of commemorating heritage, embracing culture, and promoting self-expression in June or whenever your market celebrates Pride. Show your pride at work and we'll help get you started!



Hotel Indigo® Pride Flag

Proudly display during Pride month and other Pride activities throughout the year. (e.g. GLAAD Spirit Day, National Coming Out Day)



Hotel Indigo® Pride Pin

Wear your Pride pin to show support and share with guests and visitors during Pride month - especially during the march!



Hotel Indigo® Bumper Stickers

Share with supporters at the hotel and in the community during Pride-related activities.



Hotel Indigo® Pride Postcards

Send special messages to your guests with a flair as you celebrate Pride month in a vibrant, curious, and original way.



Cocktail & Mocktail

Serve this specially-crafted cocktail and mocktail during Pride month and other activities. We've provided recipes and signage to get you up and running!
*Note: all information and collateral for the Pride cocktail/mocktail is being delivered to your hotel separately in early June. Be on the lookout!



Pride Key Cards

Share these at check-in to reiterate our support of Pride and promote our delicious limited time Pride cocktail/mocktail offering at your bar!



SHOW AND SHARE YOUR PRIDE!

Hotel Indigo will be launching an online travel guide celebrating the #ColorOfPride with LGBTQ-focused destination content featuring many of our exciting locations. You can also show your support by tweeting and sharing your photos on Instagram and Facebook. It's easy – just tag your posts with **#ColorOfPride**

Encourage your guests and employees to share their PRIDE via Instagram, Twitter, and Facebook with our #ColorOfPride hashtag that can be found on the key cards, tables tents, and more.

Feel free to let your creativity flow! Outside of what we've shared here, there are a number of local ways that you can celebrate Pride authentically at your hotel.

Here are just a few:



Surprise and Delight

Select a special amenity for LGBTQ-identified guests that reflect your support of Pride. Many local vendors will create Pride-related desserts and merchandise custom for your hotel!



Highlight F&B

In addition to the limited time Pride cocktail/mocktail offering, there are ample opportunities to host Pride brunches, dinners, cocktail hours, and even special menu items that leverage local ingredients and support LGBTQ-friendly businesses.



Spice Up Your Uniform and Hotel

Showcase your Pride style at work wearing your #ColorOfPride button or by showing some rainbow colored flair in the hotel florals with a tasteful arrangement from a local flower store. The options are endless!

Thank you for showing your support for the LGBTQ community! Have fun and make sure to share your activities with us! Stay inspiring **#ColorOfPride**

Your Hotel Indigo Brand Team,
Jennifer, Teresa, Glenys, Kelley, and Jason