

TRAVEL AND HOSPITALITY

IHG continues US Open sponsorship

August 19, 2024



The bespoke rooms are split into two sections, yellow and green. Image credit: IHG

By ZACH JAMES

Hospitality group IHG Hotels & Resorts is returning as the official hotel partner and hotel loyalty program of the US Open for a sixth year.

The tennis tournament, set to take place from Aug. 19 to Sept. 8, 2024, in New York, will be home to athletic action and the new IHG Rally Room, themed suites on site of the Kimpton Hotel Event in New York City and Hotel Indigo Atlanta Downtown. Inside the specialized stay, guests will find over-the-top decor dedicated to the question “is a tennis ball green or yellow?”

“Whether a tennis ball is green or yellow is up to our guests to decide,” said Connor Smith, VP of masterbrand and partnerships at [IHG Hotels & Resorts](#), in a statement

“We love how the ‘IHG Rally Room’ taps into this fun conversation at a time when all eyes are on tennis during the US Open, where IHG is a proud, longstanding partner.”

Serving looks

IHG recently polled its American guests, finding that 56 percent of the group thinks tennis balls are yellow, with the remainder stating they are green.



The group is serving up a varied selection of activations during the US Open. Image credit: IHG

The “IHG Rally Room” caters to both sides of the aisle, splitting the suite down the middle with a tennis court center line into dedicated sides for each shade.

One half features tailored yellow decor, including a mini tennis ball-filled lamp, a fuzzy rug, a classical telephone and apparel pieces to add to visitors’ US Open looks.

Meanwhile, the opposing side contrasts with green touches, such as a matching light fixture, a themed bedding, candies and a similar array of clothing.

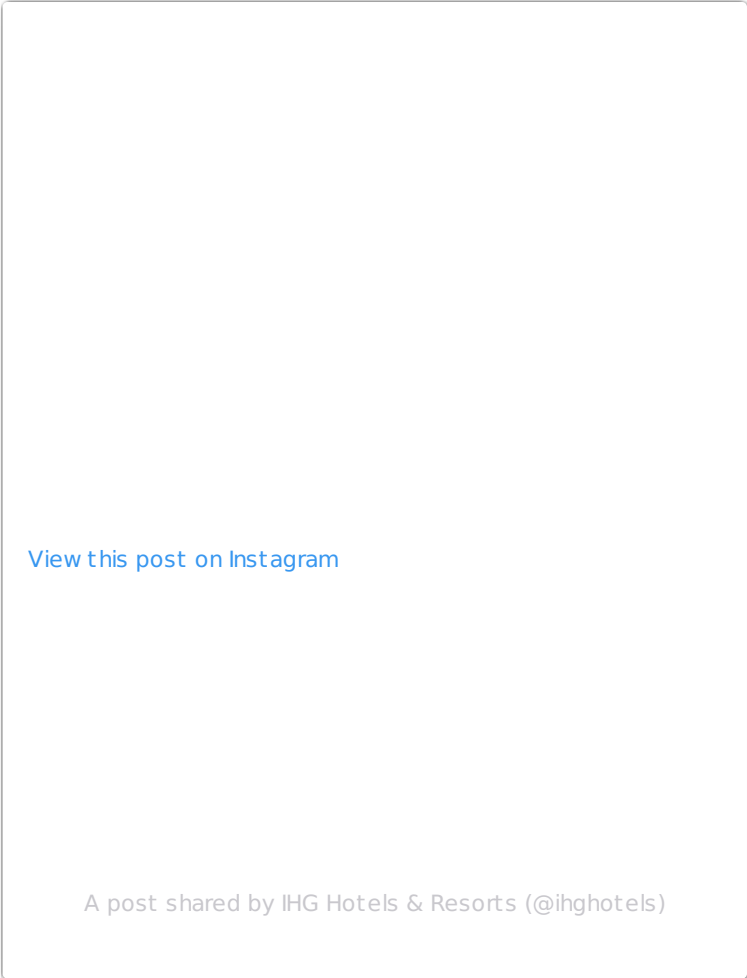
Those interested in reserving the “IHG Rally Room” can email ExperienceIHG@ihg.com; the first date available is on Aug. 26, with stays running through the end of the tournament. Occupancy is limited, with guests allowed up to two nights in the bespoke space.

Big swing

IHG’s presence at the US Open does not begin and end with themed lodging experiences, extending into other aspects of high-end hospitality as well.

The group also hosting an invite-only social event at Kimpton Hotel Eventi on Aug. 21. Called the “Grand Slam Social,” the party is headlined by a performance from British American DJ, songwriter and record producer Mark Ronson; an on-site pop-up version of the “IHG Rally Room” will also allow for attendees to pose within the themed suite and pick a side.

IHG debuted a similar affair at last year’s US Open ([see story](#)).



Inside Arthur Ashe Stadium, one of the venues hosting the tournament, the IHG Hotels & Resorts Racquet Bar will provide refreshments and cocktails to spectators. Located on a scenic terrace, the libation station will remain active from Aug. 22 through Sept. 8.

IHG One Rewards loyalty members who attend the US Open can redeem exclusive experiences, including behind-the-scenes tours and post-match conference admission. The VIPs can bid to claim the opportunities by using their reward points.

Other luxury labels are supporting the U.S. Open as well, with U.S. fashion group Ralph Lauren returning as the official outfitter and sunglass sponsor of the event ([see story](#)).

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