

## TRAVEL AND HOSPITALITY

# IHG Hotels secures official partnership with SXSW Sydney 2024

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Darling Harbour's Tumbalong Park hosted SXSW Sydney 2023. Image credit: SXSW Sydney

By LUXURY DAILY NEWS SERVICE

Hospitality group IHG Hotels & Resorts is continuing to align itself with popular cultural programs.

Announcing the update in light of the event's second edition, the company is now the official partner of Australia's SXSW Sydney Screen Festival 2024, which takes place next month from Oct. 14-20, 2024. On-site, IHG will introduce The Mind Lobby, an interactive activation offering guests tech-forward travel discovery sessions at the world-leading conference.

"Partnering with SXSW Sydney was a natural fit," said Matt Tripolone, managing director of Australasia & Pacific at **IHG Hotels & Resorts**, in a statement.

"We know SXSW Sydney has cumulated an almost cult-like following of creatives and curious thinkers, and IHG Hotels & Resorts has been undergoing its own journey through technology and brand evolutions, making it the perfect time to interact with such a diverse audience," Mr. Tripolone said. "The Mind Lobby is a great example of how we're showing up differently to engage audiences in new and memorable ways and with a special SXSW Sydney futurist spin, it's set to be an unforgettable experience."

## IHG x SXSW Sydney

In store for SXSW Sydney attendees is a lineup of curated feature films, shorts, TV premieres, music videos and XR experiences, including IHG's Mind Lobby, designed to inspire travel and set on Sydney's International Convention Centre forecourt.

Revealing plans on Sept. 12, with more to come in the weeks ahead, the concept will use eye-tracking technology to give visitors a sense of their subconscious travel desires. The activation space will also serve as a relaxation hub, granting access to festival badge holders and consumers.

In addition to the activation, the official partner will present the SXSW Sydney Best Feature Film Award, showcasing its support for the arts and talents from the Asia-Pacific region. Branded pre-film content from IHG will be seen across over 75 screenings.

2022 is destined to be a year of exciting growth for the **@Kimpton** brand, with seven properties set to open in new locations throughout the year. Following last month's launch of Kimpton Kitalay Samui, we're proud to celebrate another brand debut - the Kimpton Margot Sydney. [pic.twitter.com/k1NVmCE28d](https://pic.twitter.com/k1NVmCE28d)

The partnership underscores IHG's commitment to creativity and innovation. A statement connects the engagement to the company's history: "From the world's first computerized reservation system to launching the first global luxury hotel brand IHG and its brands have been at the forefront of some of the most memorable and inventive developments for both consumers and businesses alike."

It also notes that from IHG's **InterContinental Sydney** to its boutique **Kimpton Margot Sydney**, options are available to SXSW Sydney fans looking for an in-network luxury stay.

Exclusive IHG One Rewards member perks and packages are also arriving on IHG's experiences platform, IHG One Access. More information is due to be released before next month's festival begins.

"We are thrilled to announce IHG Hotels & Resorts as the Major Presenting Partner of the SXSW Sydney 2024 Screen Festival," said Colin Daniels, managing director at SXSW Sydney 2024, in a statement.

In exciting news, our SXSW Sydney 2024 mobile app is now live!

Download it today to explore the event guide and start building your schedule. Use the link below to download.

<https://t.co/RTK4VJ5iDy> [pic.twitter.com/oXwAQHfb9Q](https://t.co/pic.twitter.com/oXwAQHfb9Q)

SXSW Sydney (@sxswsydney) August 27, 2024

"This partnership reflects our commitment to celebrating creativity and innovation in the film industry, and we look forward to showcasing the incredible talent and stories that will emerge from this vibrant festival."

In August, IHG launched a US Open sponsorship, returning as the official hotel partner for a sixth year ([see story](#)).