



Six Nations Rugby and IHG Hotels & Resorts join forces to offer fans unmissable experiences

- IHG Hotels & Resorts has become the first Official Hotel Partner of Six Nations Rugby
- The new partnership will offer IHG One Rewards members unforgettable experiences across the men's and women's Six Nations Championships

For Immediate Release

15th January 2024: London, UK

IHG Hotels & Resorts and Six Nations Rugby, the organisation responsible for rugby's biggest annual international rugby tournaments; namely the Guinness Men's and Women's Six Nations, have joined forces through a new long-term partnership that will put fans at the heart of the action, by offering once-in-a-lifetime fan experiences throughout the upcoming Championships.

As the first Official Hotel Partner of Six Nations Rugby, IHG Hotels & Resorts will show up on and off the pitch ahead of the 2024 Guinness Men's Six Nations, which starts on February 2nd, and will span the Guinness Women's Six Nations which follows the men's Championship in March.

With matches taking place in England, France, Ireland, Italy, Scotland, and Wales, IHG Hotels & Resorts will help rugby fans get closer to the action. Thanks to the new partnership, IHG One Rewards members will be able to bid their loyalty points for unique Six Nations experiences via the [IHG One Rewards Access platform](#).

On offer to fans will be:

- Behind the scenes stadium tours and pitch side experiences
- Match tickets and hotel packages
- A chance to watch teams train

Karin Sheppard, Managing Director, Europe for IHG Hotels & Resorts said:

"A big part of travel is bringing people together and connecting them with the things they love. That's why we're so excited about this new partnership with Six Nations Rugby where we can bring our IHG One Rewards members closer to the action and excitement of the upcoming Championships. Six Nations Rugby adds to an already impressive roster of sporting partnerships for IHG Hotels & Resorts, and we are so thrilled to continue to offer new ways to connect our members with unmissable experiences, in collaboration with great partners like the Six Nations Rugby."

Tom Harrison, CEO of Six Nations Rugby, added



“IHG Hotels & Resorts is an internationally respected and renowned hotel company, with vast experience in connecting its guests and loyalty members with leading sporting events, so we are proud to welcome the brand as a new partner, and look forward to bringing the partnership to life with the entire IHG team and our unions, by creating some truly unique experiences for fans across the men’s and women’s Championships.”

The announcement builds on an existing portfolio of sports partnerships for IHG Hotels & Resorts, with European Professional Club Rugby (EPCR), Major League Soccer (MLS), US Open Tennis and RB Leipzig football club in Germany.

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About Six Nations Rugby

Six Nations Rugby is the official organisation responsible for the annual international rugby competitions that include the Guinness Six Nations, Guinness Women’s Six Nations, Under-20 Six Nations, Under-18 Festivals, and the Autumn Nations Series.

Six Nations Rugby operates on behalf of and in partnership with its shareholders, that include its member unions and federations: England (RFU), France (FFR), Ireland (IRFU), Italy (FIR), Scotland (SRU) and Wales (WRU).

Primary responsibilities of Six Nations Rugby include the negotiation and management of centralised commercial rights on behalf of its shareholders, as well as the promotion and operation of its annual Championships and competitions.

Six Nations Rugby is proud to work with the following partners: Guinness, Sage, Breitling and IHG Hotels & Resorts.

About IHG® Hotels & Resorts

[IHG Hotels & Resorts](#) [LON:IHG, NYSE:IHG (ADRs)] is a global hospitality company, with a purpose to provide True Hospitality for Good.

With a family of 19 hotel brands and [IHG One Rewards](#), one of the world's largest hotel loyalty programmes, IHG has over 6,000 open hotels in over 100 countries, and more than 1,900 in the development pipeline.

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