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Avani Brings Pride 2026 to Life Across Bangkok, Madrid and Amsterdam

From community runs in Bangkok to parade access in Madrid and drag bingo in Amsterdam, Avani connects travellers with the people, places and moments shaping Pride across three of the world's most expressive cities



Avani Hotels & Resorts is marking Pride 2026 with a programme of city-led experiences across Bangkok, Madrid and Amsterdam, connecting travellers with local LGBTQ+ culture through movement, nightlife, literature, performance and community celebration.

Across three Avani city hotels, the programme brings together a morning run and rooftop gathering at Avani+ Riverside Bangkok, parade access and after-dark events at Avani Alonso Martínez Madrid, as well as literature, drag performance and disco bingo at Avani Museum

Quarter Amsterdam. Each activation is designed to bring guests closer to the rhythm of the city, creating ways to take part in Pride beyond the parade route.

Run the Streets, Own the Night | Bangkok, Thailand

At Avani+ Riverside Bangkok, Pride begins with movement, connection and a fresh perspective on the city. On 30 May, the hotel launches **One Route, For All**, a community-driven morning programme developed with a local run club and lululemon Southeast Asia. The experience starts with a guided five-kilometre run through Bangkok's neighbourhood streets, designed for all identities, backgrounds and fitness levels. The route is also available as an in-room map for guests who prefer to explore independently. Back at the hotel, participants join a rooftop stretch session led by lululemon, followed by a post-run coffee party set to curated beats. On 19 June, the celebration continues at Lost & Found with **The Loving Klein Pride Party: Dress Your Dream**, a night of music, performance and expressive style, headlined by Star of the Night BIG NATTHACHAI.

Pride in the Neighbourhood | Madrid, Spain

For Madrid Pride 2026, Avani Alonso Martínez Madrid places guests between Chamberí and Chueca, one of Europe's most recognised LGBTQ+ neighbourhoods, with a programme built around access, atmosphere and local celebration. Developed in partnership with Love Rights Global Organization, the Madrid experience brings together accommodation, in-room Pride touches and event access. Guests will receive Pride-themed amenities created in partnership with Schweppes, alongside selected opportunities to join Avani's dedicated presence at the Madrid Pride Parade. The hotel will once again take part with its own branded float, giving selected guests the chance to experience one of Europe's largest Pride demonstrations from within the parade itself. The programme continues with access to an official after-party at Marta Cariño and a pre-event gathering at Teatro Magno terrace, designed as a social meeting point before guests step into the city's festivities.

Culture, Community and Queer Joy | Amsterdam, Netherlands

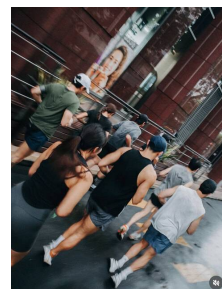
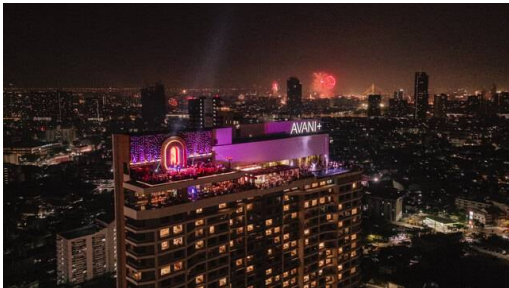
At Avani Museum Quarter Amsterdam, Pride season is shaped around culture, self-expression and local connection, with programming that reflects the city's long-standing role as a place of openness, creativity and dialogue. As Amsterdam prepares to host World Pride in 2026, Avani

Amsterdam proudly takes part in amplifying the city's celebrations with its prime location close to the floating parade along the canals.

This June, the hotel reunites with The Swap Club Amsterdam, for an event celebrating LGBTQ+ writers whose work continues to shape culture and representation. The gathering brings together literature, conversation and community, connecting hotel guests and local audiences through stories that have helped define queer expression across generations.

Celebrations continue on 31 July with the Pride Drag Disco Bingo Show, hosted by Gio Diekema alongside Dutch drag icons Vanessa van Cartier and Miss Icy. Blending drag performance, disco, bingo and exclusive prizes, the ticketed event invites the local LGBTQ+ community, allies and hotel guests to come together for an evening of entertainment and connection.

Guests and visitors are invited to celebrate Pride with Avani across Bangkok, Madrid and Amsterdam this season. Stays can be booked at Avani+ Riverside Bangkok, Avani Alonso Martínez Madrid and Avani Museum Quarter Amsterdam at avanihotels.com.



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About Avani Hotels & Resorts

Designed for today's traveller, Avani Hotels & Resorts offers stylish rooms, connected social spaces and relaxed and on-the-go dining that is locally inspired. Balance is central to everything Avani does, providing guests with the right measure of service, fun and privacy. Launched in 2011, Avani's over 40 properties across five continents offer premium city hotels, tropical resorts and retreats in nature with a focus on smart design, upbeat service and good value.

Avani Hotels & Resorts is a Minor Hotels brand and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

Visit avanihotels.com for more information, and connect with Avani on [Facebook](#), [Instagram](#), [TikTok](#), [X](#) and [YouTube](#).

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 66 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

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