

# 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 travelers with the people, places and moments shaping Pride across three of the world's most expressive cities



**May 18, 2026:** [Avani Hotels & Resorts](#) is marking Pride 2026 with a program of city-led experiences across Bangkok, Madrid, and Amsterdam, connecting travelers with local LGBTQ+ culture through movement, nightlife, literature, performance, and community celebration.

Across three Avani city hotels, the program 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 May 30, the hotel launches **One Route, For All**, a community-driven morning program developed with a local run club and lululemon Southeast Asia. The experience starts with a guided 5K run through Bangkok's neighborhood 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 June 19, 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 Neighborhood | Madrid, Spain**

For Madrid Pride 2026, [Avani Alonso Martínez Madrid](#) places guests between Chamberí and Chueca, one of Europe's most recognized LGBTQ+ neighborhoods, with a program 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 select 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 select guests the chance to experience one of Europe's largest Pride demonstrations from within the parade itself. The program 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.

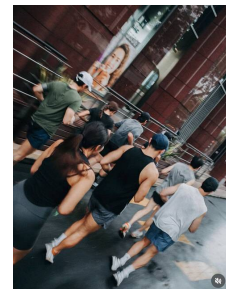
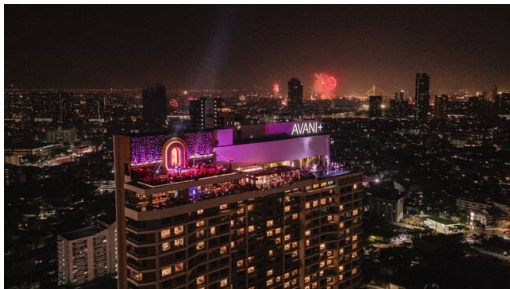
### **Culture, Community and Queer Joy | Amsterdam, Netherlands**

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 July 31, 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](https://avanihotels.com).



About Avani Hotels & Resorts

Designed for today's traveler, 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 recognizes its guests through one unified loyalty program, [Minor DISCOVERY](#), part of GHA DISCOVERY.

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

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Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#) and recognizes its guests through one unified loyalty program, [Minor DISCOVERY](#), part of GHA DISCOVERY.

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We pride ourselves on developing superior communications at an affordable cost while providing reliable hands-on service. Most importantly, we focus our time & resources on the creation and distribution of valuable, relevant, and consistent messaging to attract and retain a clearly defined audience for every client - which ultimately drives brand loyalty and profitable customer action.

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