



Our Commitment to the 2SLGBTQIA+ Community

We want our guests and employees to feel comfortable enough to show up as their authentic selves when they visit any of our properties, so we created both external and internal programs to reduce barriers for our 2SLGBTQIA+ friends.

Our Commitment To Guests

- Creating safe and welcoming spaces where **EVER BODY** is welcome, seen, heard and celebrated.
- Visible Progress Pride flags at every location to signal welcome and representation.
- A Dead Name Standard Operating Procedure designed to alleviate anxiety among folks whose names do not match the name on their government-issued identification.
- All public washrooms are gender-neutral.
- Mandatory 2SLGBTQIA+ training for all staff on pronouns, terms associated with assigned sexuality and gender identity, concepts related to trans identities and experiences, and components of human identity.
- Improving queer representation across our advertising platforms and in marketing materials.
- Providing safe spaces 365 days a year

Our Commitment To Staff

- Safe and inclusive workspace where employees are encouraged to be their true authentic selves every day.
- Pronouns on name tags and email signatures encouraged
- We have gender-inclusive Policies and Procedures.
- We make it easy for staff to change their name and pronouns.
 - No questions asked.
 - Leaders are educated on handling the transition sensitively.
- Provide 2SLGBTQIA+ opportunities for staff participation
 - QUMINITY Community Activations
 - Victoria Pride Parade
 - Kamloops Pride Parade
 - Tofino Pride

Our Commitment To The Community

- Ongoing work and sponsorship with Qmunity for year-round 2SLGBTQIA+ activations.
- Ongoing Sponsorship with the Victoria Pride Society and Kamloops Pride Society.
- We've brought pride events to Tofino, a small West Coast community where we saw a need for public pride events. 2023 was the first-ever pride event in Tofino. In June 2024, Hotel Zed hosted the second annual pride event and brought three drag queens for packed shows for Tofino's first-ever drag shows!
- Fundraising partnership with Coastal Queer Alliance and Rainbow Railroad.
- Working with Gender Confirmation Clinics to Provide a safe, inclusive healing environment. Discounted Rates to make the process more affordable.



Other Cool Things We're Doing or Have Done

- Hotel Zed Tofino hosted Tofino's second public Pride Event in June 2024, bringing drag to Tofino for the first time EVER.
- Vendor Assessments
 - This is to ensure that all of our vendors and suppliers believe in the same values.
- In June 2022, Hotel Zed Kelowna partnered with Freida Whales and Staycation in The Nation to be the official host Hotel for Drag Queen wine tours.

We're Rainbow Registered

We are the first hospitality chain to be fully Rainbow Registered across all locations, and we hope to inspire others to follow suit.

A message from our CEO, Mandy Farmer: "I can't begin to describe what it means to be the first hotel chain to have all of their properties be Rainbow Registered," says Mandy Farmer, CEO at Accent Inns & Hotel Zed. "Goosebumps, swelling heart, misty eyes and so fiercely proud of my amazing team for making this happen."

This national accreditation is granted by Canada's LGBT+ Chamber of Commerce (CGLCC) to businesses and organizations who meet a stringent set of standards to ensure 2SLGBTQIA+ folks feel welcome, safe and accepted.

Why are we doing this?

First, we believe in just doing the right thing. Secondly, according to a recent survey from [Booking.com](https://www.booking.com), half of the 2SLGBTQIA+ travelers have experienced some form of discrimination when travelling. Here are some more stats that we want to change in our industry:

- One in five (20%) 2SLGBTQIA+ travelers have had staff assume they would need separate rooms or beds when checking in as a couple
- 20% have felt the need to change their behavior to avoid judgement with accommodation staff (16% reported feeling the need to change their appearance)
- 17% have felt uncomfortable asking for 2SLGBTQIA+ friendly local tips or recommendations
- Accommodation staff or owners have mistaken or incorrectly assumed pronouns or gender for 13% of travelers in correspondence ahead of arrival and for 12% of those when arriving at the desk