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## Blue Diamond shows support for pride events worldwide

Justin Stoltzfus | May 17, 2017



A fall event in the Caribbean planned by a Toronto-based resort company aims to celebrate solidarity with the LGBT community around the world.

Caribbean Pride 2017 will take place from Sept. 16-23 at the CHIC Punta Cana resort on the western tip of the La Altagracia district in the Dominican Republic.

"At Blue Diamond Resorts, we're proud of our ability to provide quality vacation experiences for guests of all preferences, budgets and styles," Jordi Pelfort, managing director of Blue Diamond Resorts, told *Toronto Business Daily*. "As we experience phenomenal growth, we identified the ability to deliver yet another quality vacation experience for the LGBT traveller, and Caribbean Pride was launched."

In further explanation of how the company decided on the event promotion, Pelfort cited values in the company's mission including "a customer-focused drive" and a "forward-thinking perspective."

"Both of these important components reflect our commitment to this celebration of pride, diversity and community as we know we haven't spoken to this type of guest in the past and, with a forward-thinking perspective, we know Punta Cana is a popular destination for LGBT travellers," Pelfort said.

"We're ... proud of the boldness and fearlessness this event represents," Pelfort said. "With an inclusive mindset, we're forging a new path for luxury resort chains in the Caribbean, a region that isn't currently known for its LGBT events. Our Caribbean Pride event is not just a seven-day celebration, it's a show of support for Pride initiatives everywhere."

Pelfort said company representatives will be present at the CANFAR luncheon on June 15 in Toronto, presenting sponsors for the Pride Toronto Cabana Pool Bar event and Toronto Pride supporters. The company will also have a presence at both pride weekends in Chicago and New York City.

"We're continuously looking for more ways to join Pride celebrations," Pelfort said.