PRESS RELEASE

March 2016

ITP seeks participants for hotel stakeholder engagement process in Asia-Pacific.

Following a highly successful stakeholder engagement in 2014, ITP (International Tourism Partnership) is again facilitating a process to bring hoteliers and stakeholders together to identify and discuss the issues seen as the most pressing for the industry, this time with a focus on the Asia-Pacific region.

ITP, in partnership with stakeholder engagement specialists GlobeScan, has launched a six month project following the GRI G4 process which aims to engage over 200 external stakeholders through online surveys and telephone interviews to determine what social and environmental issues they feel are the most significant and relevant for the hotel sector.

The results will inform an exclusive event in Hong Kong this September where hoteliers can meet and collaborate across these issues with a range of stakeholders.

Taking part in this process will allow hoteliers to:

- Gain first hand insights into sustainability issues in the region from a wide number of stakeholders and hoteliers,
- Join an interactive and constructive discussion with industry peers on common issues,
- Connect with key industry actors and partners in the region.

In 2014 labour rights issues and water stewardship were identified as the two most critical for the industry to address, and a stakeholder engagement event held during World Travel Market in London allowed hoteliers to interact directly with stakeholders in a collaborative environment to understand the issues and search for solutions. The process helped inform the direction for ITP’s ongoing work as well as that of its member hotel companies and has led to meaningful relationships and ongoing engagement for all sides.

On 27 September 2016 ITP will share the learning of the 2016 stakeholder interviews with a select audience of ITP member hotel groups and a selection of invited non-member companies and stakeholders at an event in Hong Kong.

External stakeholders include representatives from academic organisations, certification bodies, corporate customers, franchisees, government, industry bodies, sustainable business organisations, investors, owners, suppliers, trade unions and other bodies.

Fran Hughes, ITP Director says, “Stakeholder engagement is essential if a business wants to really understand the key issues and develop an effective corporate responsibility strategy. But stakeholders and hotel companies can sometimes struggle to start what can be difficult conversations on challenging issues. ITP bridges that gap by bringing different groups together in a neutral environment to share learnings and work together to develop practical solutions. It’s a win-win for all sides.”
“Participants in the 2014 process, both from the hotel sector and stakeholder groups, found it extremely beneficial to furthering their understanding of the social and environmental issues the industry is facing. The 2016 event focused on the Asia Pacific region is set to be even more enlightening.”

The event is especially beneficial for hotel companies seeking to expand or develop in the region, allowing them to spot potential issues and address them before they become a threat or risk to the business.

Hotel groups and stakeholders wishing to be a part of the process and attend the exclusive event in September should contact ITP Director Fran Hughes.

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Notes for editors
The International Tourism Partnership drives responsible business in the hospitality industry by engaging with the world’s leading hotel companies.

ITP turns responsible ambition and good ideas into positive action.

We do this by sharing best practice, offering practical products and programmes and facilitating collaboration in one of the world’s biggest industries.

For our members we provide a non-competitive platform for leaders to share ideas, build relationships and work together on making the industry more responsible. For hoteliers around the world, however big and small, we provide access to valuable information and resources at no cost, allowing them to drive their own responsible business agendas. Most of this information is freely available on www.greenhotelier.org

ITP is an initiative of Business in the Community, BITC is the Prince’s Responsible Business Network. Our members work together to tackle a wide range of issues that are essential to building a fairer society and a more sustainable future. We are a business-led, issue focused charity with more than 30 years’ experience of mobilising business. We engage thousands of businesses through our programmes driven by our core membership of over 800 organisations from small enterprises to global corporations.

For more information on ITP and our programmes visit http://tourismpartnership.org/.

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