PRESS RELEASE

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New look Green Hotelier Awards seek the world’s most sustainable hotels

The Green Hotelier Awards, which seek to discover the world’s most sustainable, environmentally friendly and socially responsible hotels, has launched for 2018.

This year the Awards unveil a new look which changes the winning categories. In previous years hotels have been grouped geographically. This year hotels across the world will compete to win in categories which examine their carbon footprint, their water stewardship, their waste reduction, their community impact and their role as a responsible employer.

The new look aims to align the Awards with the industry call to action of the International Tourism Partnership (ITP) for hotels to focus their sustainable, environmental and socially responsible actions on the United Nations’ Global Goals also called the Sustainable Development Goals (SDGs).

Green Hotelier Editor and Awards co-judge Siobhan O'Neill said, "The Green Hotelier Awards have been growing in popularity year on year and we expect record numbers of hotels to share their sustainability stories with us in 2018. Our new approach allows us to focus on the winners' actions and impacts, rather than their geographical location. In addition it means there will be more winners and hotels named Highly Commended because we've increased the number of categories we're awarding in.

"Following the launch last year of ITP's Goals for 2030 and their call to action to the hotel industry to work together to achieve the Global Goals, we decided to use the Green Hotelier Awards to show hoteliers how their sustainability actions and initiatives are doing just that. The application process is still free and deliberately designed to be quick and easy to complete. The scoring on each section is simple and transparent, and hotels will need to complete every section to be in with a chance of winning, but we'd like them to indicate which category they think they're a strong contender in. It doesn't mean they won't be considered as a winner in other categories as well.

"We're really excited to be launching our new look and we're looking forward to reading all the amazing sustainable and responsible business actions we know so many hotels around the world are taking for a fairer future for all."

The Awards are open to hotels, resorts, eco-lodges and B&Bs of any size, anywhere in the world. The closing date for entries is Friday 23rd March 2018, and the winners will be announced in April during Responsible Business Week.

Applicants can visit Green Hotelier to download the form as a pdf or a Word document.

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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 tools 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 or small, we provide access to valuable guidance 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, our digital magazine and the leading international voice on sustainability in the hotel industry.

ITP’s Goals for 2030 unite the hotel industry for a sustainable future. ITP and its members believe that the hotel industry can be a force for good and make a positive contribution to the United Nations’ Sustainable Development Goals and to the COP 21 climate agreements. The Goals are clear and quantifiable commitments to improved sustainability which send out a call to action to the wider industry about the critical importance of using the United Nations’ Sustainable Development Goals (SDGs) – also called the Global Goals – as a focal point to drive responsible business in hospitality.

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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