About us

With over 20 years of experience, greenhotelier.org is the leading source of up-to-date news, resources and commentary on worldwide environmental, sustainable and responsibility issues in the hotel sector.

Green Hotelier is brought to you by the International Tourism Partnership, a registered charity that works with global hotel chains to drive the responsible agenda.

With this audience and responsibility in mind, the publication has a serious commitment to delivering accessible, expert and honest content.

As a charity, Green Hotelier puts content and its audience’s needs before revenue generation.
Audience

Green Hotelier is the key communication tool of the International Tourism Partnership (ITP). Its members make up a large proportion of the audience. Through ITP Green Hotelier has a reach of 23,000 hotel properties in over 100 countries.

Amongst these global hotel chains and other properties, both big and small, corporate and independent, Green Hotelier’s audience includes:

Property owners | General managers | Sustainability managers | Corporate Social Responsibility leaders | Engineers | Environmental / sustainability organisations | Students of sustainable tourism | Green suppliers
Statistics

Since being redesigned in 2012, Green Hotelier has experienced fast, organic growth across the website and social media platforms.

Over 13,000 unique visitors per month | Visitors up 943% since Aug 12
Mobile and tablet friendly site | 2000+ newsletter recipients

2000+ followers
700+ likes
1000+ members
Content overview

Whether a hotelier looking to ‘green’ your property, a responsible tourism student or a sustainability commentator, Green Hotelier is designed to provide you with up to date, relevant content.

The website is broken up into the following sections:
- Commentary by theme/destination
- Best practice
  - Case Studies
  - Industry Leaders
  - Talking Point
- Resources
  - Tools
  - Organisations
  - Know How Guides
- News

Every month Green Hotelier hosts a Talking Point and destination; a theme and area focus to inspire content and generate debate within the industry, through the website and social media.
## Editorial calendar 2015

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Know How Guides

Every quarter Green Hotelier produces a Know How Guide, the one-stop resource for hoteliers on a specific sustainable or responsibility issue.

The majority of Know How Guides are written by the International Tourism Partnership, using the expertise and case studies gathered from working groups with ITP members. However, Green Hotelier also welcomes external contributions from experts in a specific field.

Each guide delivers practical advice for hoteliers including the necessary technical information, checklists, resources, case studies and further reading.
Advertising

With its growing and targeted audience, Green Hotelier offers relevant third parties an excellent way to reach hotels looking for green products, suppliers and services.

**Basic listing £295 + VAT/ year**

Green Hotelier is launching a directory for the first time in 2014. The directory will be targeted to hoteliers looking for green/ responsible solutions, products and suppliers. For the basic fee advertisers will receive a thumbnail image, one link and a 50 word description of their product or service.

**Advanced listing £495 + VAT/ year**

Alongside a thumbnail image, one link and a 50 word description of the product or service in the directory section of the website, an advanced listing includes a link to a 500 word promotional article about the product, service or supplier.

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**Sustainable Travel International**

Sustainable Travel International provides accommodations with a suite of solutions that help them to understand, monitor, report on, and improve performance across key sustainability indicators. These solutions include fully customized sustainability management systems designed for single and multi-site operations, and our carbon management program, which helps hotels and their guests to offset carbon emissions by supporting innovative destination stewardship projects.

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**The Travel Foundation**

Greening your tourist accommodation isn’t just good for the environment- it’s good for business too. Did you know you can save as much as 25% on water and energy bills? The Travel Foundation provide comprehensive advice for accommodation providers who would like to green their property.

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**Global Sustainable Tourism Council**

Sustainable Travel International provides accommodations with a suite of solutions that help them to understand, monitor, report on, and improve performance across key sustainability indicators. These solutions include fully customized sustainability management systems designed for single and multi-site operations, and our carbon management program, which helps hotels and their guests to offset carbon emissions by supporting innovative destination stewardship projects.
Contributing Green Hotelier welcomes contributions from journalists or those with expertise in sustainability. Content must be relevant to the hotel industry and fit with one of the below categories.

**Commentary & Insight**
Features must either revolve around one theme; water, waste, energy & carbon, supply chain, new-builds & retrofits, policy, certification & business, community & engagement, or be destination-specific. Articles should provide Green Hotelier’s audience with relevant, practical advice and information.

**Best Practice Case Studies**
Green Hotelier is on the look out for hotels, however big or small, that are demonstrating innovation when it comes to sustainability. Relevant hotels should get in touch to receive Green Hotelier’s best practice case study template. Green Hotelier also features interviews with relevant Industry Leaders.

**Talking Points**
Each month we run guest articles and blogs on our Talking Point theme. The aim of these pieces is to generate discussion and debate within the industry. If you are an expert on one of our monthly themes, then please get in touch!

**Industry News**
News items are short, current and to the point. Green Hotelier’s industry news section features any sustainability and responsibility news of interest to the hotel sector.

**Know How Guides**
See earlier slide.
Get in touch

If you would like to discuss opportunities for working with Green Hotelier then see below. Keep in touch via Twitter, Facebook or sign up to our monthly newsletter.

Contributing
Please only get in touch once you have thoroughly read this media pack and our Contributor Guidelines.

Advertising
If you are interested in advertising or a media partnership please get in touch here.

PRs
Please only contact us if you have a press release or news item regarding sustainability and the hotel industry.