

Sustainable Hospitality Alliance press pack

Boiler plate

The Sustainable Hospitality Alliance brings together engaged hospitality companies and uses the collective power of the industry to deliver impact locally and on a global scale.

They work with leading hospitality companies and strategic partners to address key challenges affecting our planet and its people, and develop practical resources and programmes to enable the wider industry to operate responsibly and grow sustainably.

Aligned with the United Nations Sustainable Development Goals (SDGs), they commit to drive continued action on human rights, youth employment, climate action and water stewardship.

Their members make up 25% of the global hotel industry by rooms and include 14 world-leading hotel companies with a combined reach of over 30,000 properties and 4.5 million rooms.

About the Sustainable Hospitality Alliance

- The Sustainable Hospitality Alliance brings together engaged hospitality companies and uses the collective power of the industry to deliver impact locally and on a global scale.
- Their vision is responsible hospitality for a better world.
- Their mission is to drive collaborative action to enable the hospitality industry to have a lasting positive impact on our planet and its people.
- Their members make up 25% of the global hotel industry by rooms and include 14 world-leading hotel companies with a combined reach of over 30,000 properties and 4.5 million rooms.
- Their current members are: BC Hospitality Group, Caesars Entertainment, Dorint Hotels & Resorts, Deutsche Hospitality, Four Seasons Hotels and Resorts, Hilton, Hyatt, IHG, ITC Hotels, Marriott International, Radisson Hotel Group, Scandic, Soneva and Wyndham Hotels & Resorts.
- The organisation was founded in 1992 by a consortium of chief executives from 10 global hotel companies as a result of the 1992 United Nations Conference on Environment and Development. The organisation was first known as International Hotels Environment Initiative (IHEI), a programme of International Business Leaders Forum (IBLF).
- Please refer to us by our full name, Sustainable Hospitality Alliance, as much as possible. In limited circumstances we will also be known as 'the Alliance' (e.g. to avoid repetition within a sentence or paragraph). Please do not call us SHA.

Further details

For further details or any questions, or to request any interviews, please contact Emily McLeish, Senior Brand and Communications Manager, Sustainable Hospitality Alliance:

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Responsible hospitality for a better world

Sustainable Hospitality Alliance is a registered charity in England and Wales (1188731)
Company limited by guarantee (12373950)

Spokespeople

Madhu Rajesh – CEO, Sustainable Hospitality Alliance

Madhu is the CEO of Sustainable Hospitality Alliance, working closely with our member companies to guide the industry's collaborative efforts on sustainability and community engagement. Madhu was previously the Director of International Tourism Partnership – our former organisation.

Madhu began her career in the hospitality industry, working in operations, sales and marketing with leading hospitality companies, across the Middle East, Eastern Europe and the UK.

She has spent the last decade working in the not-for-profit sector on a range of development issues, including poverty and inequality, education and livelihoods, gender equality, water & sanitation, sustainable cities and human rights. She joined Sustainable Hospitality Alliance from WSUP (Water & Sanitation For Urban Poor) where she was Director for Partnerships & Development, before which she worked for The British Asian Trust. She holds an MBA from INSEAD.

Wolfgang M Neumann – Chair, Sustainable Hospitality Alliance; Senior Non-Exec Director Hospitality

Wolfgang has been the Chair of International Tourism Partnership (the predecessor of Sustainable Hospitality Alliance) since 2014, bringing a wealth of knowledge and experience in the hospitality industry.

He joined the Radisson Hotel Group in 2011 and served as President & Chief Executive Officer until June 2017. He was subsequently appointed to the Supervisor Board and served as Senior Advisor until May 2020. Over the years, Radisson Hotel Group has been totally committed to an all-encompassing ESG agenda, successfully implementing a five-year 25% carbon reduction programme, launching the 2020 Think Positive Change campaign and was named one of the "World's Most Ethical Companies" eight-years running.

Prior to joining Radisson, Wolfgang spent more than 20 years with Hilton, building his career from General Manager to President Hilton Europe and Africa. Today he has a diversified portfolio of non-executive director and strategic advisory roles in the Travel and Tourism sector and also serves as Chairman of the Board, Hotel School The Hague (NL).

Katie Fallon – Vice Chair, Sustainable Hospitality Alliance; EVP and Global Head of Corporate Affairs, Hilton

Katie Fallon is the Executive Vice President of Global Communications and External Affairs for Hilton, where she oversees the company's communications, government relations and corporate responsibility efforts.

Fallon has over a decade of leadership experience at the highest levels of the U.S. government. Prior to Hilton, Fallon was Senior Advisor and Director of Legislative Affairs for President Obama. Before becoming the President's chief liaison to Congress, Fallon served as his Deputy Communications Director. From 2011-2013, she was the Staff Director of the Senate Democratic Policy and Communications Center in the U.S. Congress. Fallon also previously served as Legislative Director to Senator Chuck Schumer (D-NY), Deputy Staff Director of the Joint Economic Committee and Policy Director at the Democratic Senatorial Campaign Committee.