

Press release

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Responsible hospitality network of leading hotel companies relaunches as the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance, which brings together 14 of the world's leading hotel companies, has launched with the renewed vision of responsible hospitality for a better world. The organisation will be taking forward the work of International Tourism Partnership, its global youth employment programme, Youth Career Initiative, and sustainability communications platform, Green Hotelier.

As the United Nations Sustainable Development Goals (SDGs) have demonstrated, now is the time that nations, businesses and people need to be taking co-ordinated global action to address the significant social and environmental issues that are impacting the world. The Sustainable Hospitality Alliance uniquely represents how the hospitality industry is taking collective responsibility to ensure that destinations and communities are being supported and protected now and for future generations.

The organisation was first formed in 1992 by a consortium of chief executives from 10 global hotel companies as a result of the United Nations Conference on Environment and Development. First known as International Hotels Environment Initiative (IHEI), a programme of International Business Leaders Forum (IBLF), for the past seven years it has been part of Business in the Community (BITC), the Prince's Responsible Business Network. After developing strong partnerships and impactful programmes around the world, it now launches as an independent charity.

Sustainable Hospitality Alliance members make up 25% of the global hotel industry by rooms, including Marriott International, Hilton, IHG, Hyatt and Radisson. The Alliance works with senior executives from their members, and other partners, to assess the key social and environmental challenges, and prioritise their activities and programmes where they can collectively deliver the most positive impact. Aligned with the UN SDGs they commit to drive continued action on human rights, youth employment, climate change and water stewardship.

The global pandemic has had a disproportionate effect on lives and prospects among already-vulnerable communities. As the world begins to recover, the hospitality industry can play an important role in mitigating against the risks that may arise from people's increased vulnerability, while also ensuring that the industry builds back stronger and more sustainable.

Chair of the Sustainable Hospitality Alliance, Wolfgang M. Neumann, Senior Non-Exec Director in Hospitality, says: "The COVID-19 pandemic has cemented the sector's commitment to corporate responsibility and given a renewed focus on building back better. While this is a time of great change for the world, and our industry, our members remain committed to addressing the issues that impact our planet and its people, and working together for a more sustainable and resilient future. We are grateful to BITC for the fruitful partnership and successful incubation period which has enabled the Alliance to begin operating independently."

Responsible hospitality for a better world

Vice Chair of Sustainable Hospitality Alliance, Katie Fallon, EVP and Global Head of Corporate Affairs, Hilton, says: “When it comes to protecting the environment and enhancing social welfare, the hospitality industry recognises that by working together we can achieve far greater impact than as individual companies. Through the Alliance, the industry convenes to take bold, collective action to address the scale of the challenges and opportunities we face.”

Madhu Rajesh, CEO of Sustainable Hospitality Alliance says: “The industry has the collective strength to drive meaningful action on major issues. Hotels generate an annual revenue of over \$550 billion¹ for their local economies and provide opportunities in communities all over the world. It is important that we use this scale to foster inclusive environments where new opportunities are reaching those who need them the most, while also building on the commitment and momentum we’ve seen towards sustainability over recent years. We’re pleased to support any hotel whatever stage they are on their sustainability journey.”

The Sustainable Hospitality Alliance offers a range of free tools and resources to enable every hotel to operate responsibly and grow sustainably, in addition to developing collaborative programmes that bring together the hospitality industry with public sector, non-profit and other strategic partners. To find out more about their work, visit www.sustainablehospitalityalliance.org.

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Notes to editor

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. For further information, visit www.sustainablehospitalityalliance.org.

¹ STR, 2019