

## **Arabella Hospitality SE joins the Sustainable Hospitality Alliance**

Date: February 28, 2021

Arabella Hospitality SE is strengthening its commitment to environmental sustainability and social responsibility and joining 15 other leading hospitality companies to become a part of Sustainable Hospitality Alliance, a global sustainability network that continues to drive change in the industry and create an impact both locally and at scale.

Arabella Hospitality SE holds leases to and successfully operates 15 hotels with more than 3,000 rooms between them across Germany, Switzerland, and on the Spanish island of Mallorca as well as four golf courses.

In Mallorca, they have been improving their impact via their Green Evolution program, which focuses on water and energy management, sustainable consumption, and the protection of the natural environment. Thus, a new greywater irrigation system based on circular economy has been installed, renewable energy has been procured since 2019 and new property developments are consequently equipped with sustainable technology. Additionally, there are many climate actions such as abolishing plastic bottles and plastic straws, switching to LED lights or educating local children about regional flora and fauna.

By 2023, all Arabella Hospitality SE hotels will utilise renewable energy as a first step to integrate sustainability in all their processes.

The Sustainable Hospitality Alliance drives collaborative action and develops free practical resources and programmes, to enable the hospitality industry to operate responsibly and grow sustainably. The Alliance's members now make up 30% of the global hotel industry by rooms and include 16 world-leading hotel companies including Accor, Hilton, Hyatt, IHG Hotels & Resorts, Marriott International and, Radisson Hotel Group. The Alliance tackles key global challenges such as climate change mitigation and improving supply chain standards, bringing together their members and other partners, to achieve a more sustainable and inclusive world for all.

Karl-Heinz Pawlizki, CEO of Arabella Hospitality SE, said, "We acknowledge our responsibility to leave behind a better world. We are thrilled to join the Alliance because, we believe, working together on sustainability strengthens our industry and is the most effective way to contribute positively to the environment and the local communities."

Patrick O'Meara, Interim CEO, Sustainable Hospitality Alliance said, "The hospitality industry is uniquely positioned to influence positive change - not only with guests but also with partners and suppliers. We are delighted to welcome Arabella Hospitality as our member as they join the world's leading hospitality companies in making a difference to our planet and its people. Their expertise will be useful in promoting positive action within the hospitality industry on key issues that influence local communities and the environment."

***Responsible hospitality for a better world***

For more information about the Sustainable Hospitality Alliance, please visit [www.sustainablehospitalityalliance.org](http://www.sustainablehospitalityalliance.org).

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#### **Notes to editor**

##### **About 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. 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 30% of the global hotel industry by rooms and include 16 world-leading hotel companies including Marriott International, Hilton, IHG, Hyatt and Radisson Hotels Group as well as regional brands. For further information, visit [www.sustainablehospitalityalliance.org](http://www.sustainablehospitalityalliance.org).

##### **About Arabella Hospitality SE**

As the central holding company for the Hotels division, Arabella Hospitality assumes responsibility for 15 hotels in Germany, Switzerland and on the Balearic island of Mallorca, seven of them are owned by the Schörghuber Corporate Group. The existing hotel portfolio is managed by Marriott International. The hotels are operated under the renowned brand names St. Regis, The Luxury Collection, Westin, Sheraton, Four Points by Sheraton, Aloft and Autograph Collection. The hotel portfolio is supplemented by two Arabella hotels and by Arabella Golf. Arabella Hospitality is part of the Schörghuber Corporate Group, which in addition to the Hotels division operates three other business divisions, Construction & Real Estate, Beverages and Seafood. [www.arabella.com](http://www.arabella.com).