



Press release

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BWH Hotel Group becomes the latest hospitality company to join leading sustainability network, the Sustainable Hospitality Alliance

With more than 4,500 hotels in nearly 100 countries, BWH Hotel Group® is demonstrating their commitment to environmental and social responsibility by joining the Sustainable Hospitality Alliance (Alliance).

These organizations will work together, along with the Alliance's other member companies, to leverage the collective power of the industry to make a positive impact locally and on a global scale. With BWH Hotel Group joining the Alliance, the network represents over 30% of the hotel industry by room count, demonstrating the vast opportunity this group has to affect positive and meaningful change at all levels of the hospitality sector.

BWH Hotel Group, with 18 brands across every chain scale segment from luxury to economy, has embarked on a journey to advance a coordinated global strategy in the areas of Environmental, Social, and Governance (ESG). As a leading hospitality brand, BWH Hotel Group recognizes the importance of being conscientious stewards of the communities, guests and associates they serve around the world.

"We are very proud to join the Sustainable Hospitality Alliance as an important step in our effort to build a robust, global ESG strategy for our company," said Ron Pohl, President of International Operations for BWH Hotel Group. "Not only do our guests, partners and developers expect that brands demonstrate a strong commitment to ESG efforts but executing an effective and comprehensive ESG program is fundamentally the right thing to do."

The Sustainable Hospitality Alliance works with the industry to assess the key global challenges affecting the planet and its people and prioritises activity to deliver impact through collective action. This year, they launched their Pathway to Net Positive Hospitality to tackle environmental issues including climate change, biodiversity loss, and waste, in addition to working on human rights risks and inclusive employment. The Alliance, also aims to increase joined up action on sustainability across all parts of the hospitality value chain, bringing together owners, investors and other strategic partners to promote collaboration.

Patrick O'Meara, Interim CEO, Sustainable Hospitality Alliance said: "We are delighted to welcome BWH Hotel Group to our membership. We are always encouraged to see the large global brands taking positive steps on their sustainability, which will have an impact right across the world. We welcome their expertise and contribution to enable us to support the whole industry to achieve critical sustainability goals."

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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)

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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 over 30% of the global hotel industry by rooms and include 18 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.

About BWH Hotel Group®

BWH Hotel Group is a leading, global hospitality network comprised of three hotel companies, including WorldHotels™ Collection, Best Western® Hotels & Resorts and SureStay Hotel Group®. The global network boasts approximately 4,500 hotels in over 100 countries and territories worldwide*. With 18 brands across every chain scale segment, from economy to luxury, BWH Hotel Group suits the needs of developers and guests in every market.

* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.