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Luxury hotel company, Jumeirah Hotels & Resorts, joins leading responsible hospitality network, the Sustainable Hospitality Alliance

Jumeirah Hotels & Resorts, which operates 26 properties across the Middle East, Europe and Asia, has become the latest hospitality company to further its commitment to sustainability by joining the Sustainable Hospitality Alliance. The luxury hotel company operates a range of sustainability initiatives spanning both the environment and community engagement.

Jumeirah's environmental initiatives include working to eliminate single-use plastics beginning with the removal of plastic straws and transitioning to sustainable packaging across their outlets. In addition, the Group has begun to roll out onsite water bottling and filtration systems which have removed over nine million single-use plastic bottles from reaching landfill, or our oceans, per year.

Jumeirah has played a pivotal role in protecting biodiversity through their Dubai Turtle Rehabilitation Project, releasing over 2,000 rehabilitated turtles back to their natural habitat, combined with free environmental education programmes for school children. Other initiatives include setting up an on-site hydroponic farm to supply fresh produce to their restaurants which uses 70% less water per yield, and implementing innovative food tech systems to not only help reduce waste but also convert the waste to fertiliser for local use.

The Group is also focussed on gender equality and community engagement. Jumeirah invites female placements from developing nations and provides training to build the skillsets for successful hospitality careers in their home countries, raising the economic potential within their own communities. The company, which has recently appointed Katerina Giannouka as its first female CEO, also has robust corporate governance, combined with learning and development programmes, to support equal opportunity, gender parity, equal pay and other indicators of gender equality.

By joining the Sustainable Hospitality Alliance, Jumeirah has become part of the world's leading responsible hospitality network, with a reach of over 7 million rooms, along with strategic and supply chain partners to create shared solutions for environmental and social challenges. The Alliance's work includes climate action, water stewardship and responsible resourcing, alongside human rights, employability and equity, diversity and inclusion.

Thomas B. Meier, Chief Operating Officer of Jumeirah Hotels & Resorts said: "Jumeirah Hotels & Resorts is committed to identifying and co-creating new ways to incorporate sustainable and inclusive practices across our business ecosystem, to shape the best possible future where everyone can thrive. The hospitality industry touches many communities and industries worldwide, and we believe we have the opportunity with the Sustainable Hospitality Alliance to bring about transformative change, by working alongside our industry peers and finding practical solutions that will ultimately set the foundations for long term value creation and sustainable growth."

Glenn Mandziuk, CEO of the Sustainable Hospitality Alliance, said: "Each new member brings a unique perspective and set of experiences which complement our existing community of responsible businesses, which enables us to better support the wider hotel industry around the world – at all stages of their sustainability journeys. We are delighted to welcome Jumeirah Hotels & Resorts to the Alliance and look forward to their insights and contribution as, together, we support the industry to achieve net positive hospitality."

Responsible hospitality for a better world

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Notes for editors

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About the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together the hospitality industry and strategic partners to address key challenges affecting the planet and its people, local destinations and communities. They develop practical free resources and programmes to create a prosperous and responsible hospitality sector that gives back more than it takes.

Their members have a reach of over 7 million rooms and include world-leading hotel companies including Marriott International, Hilton, IHG, Hyatt and Radisson Hotel Group as well as regional brands.

Their network also includes other parts of the hospitality value chain, including owners, investors and suppliers, to further drive joined up action on sustainability, and accelerate the industry on the path to net positive hospitality. For more information, please visit:
www.sustainablehospitalityalliance.org.

About Jumeirah

Jumeirah Group, a member of Dubai Holding and a global luxury hotel company, operates a world-class 6,500+-key portfolio of 26 luxury properties across the Middle East, Europe and Asia.

The group boasts some of the most prestigious and captivating properties in the world, from the iconic flagship hotel and timeless pinnacle of luxury, Burj Al Arab Jumeirah, and lavish Arabian palaces across Dubai's Madinat Jumeirah, to its contemporary Maldivian island paradise at Olhahali Island and art-inspired dolce vita on the island of Capri. Whether a modern twist on a British classic in the heart of Knightsbridge at The Carlton Tower Jumeirah, or a futuristic setting at Jumeirah Nanjing, Jumeirah's name is synonymous with service excellence, crafting exceptional experiences for everyone who walks through its doors.

Beyond its properties and resorts, Jumeirah Group is also dedicated to destination dining experiences, combining the most authentic and diverse cuisines with spectacular settings to create those unforgettable moments worth sharing. With over 85 restaurants across its portfolio, Jumeirah Group's award-winning homegrown concepts including Sal, KAYTO, Shimmers, Al Mare, Pierchic and French Riviera, enjoy an enviable reputation for culinary excellence, with ten featuring in the Gault&Millau UAE 2022 guide. The group also has three Michelin starred restaurants – Shang High, L'Olivo and Al Muntaha. Find out more: www.jumeirah.com