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Oetker Collection strengthens its commitment to protecting and preserving the communities and biodiversity surrounding its Masterpiece Hotels, by joining the Sustainable Hospitality Alliance

Oetker Collection has joined the Sustainable Hospitality Alliance's global drive for responsible and regenerative hospitality.

With hospitality roots dating back to 1872, Oetker Collection's sustainability vision centres around the legacy of each of its Masterpiece Hotels by maintaining a keen focus on connecting with its local communities and protecting local environments. The luxury hospitality company sees itself as having been entrusted to preserve the heritage of its properties and the unique places in which each is based.

Now comprising 12 Masterpiece Hotels and more than 150 private villas and residences around the globe, Oetker Collection has a comprehensive Corporate Social Responsibility strategy, adopting a framework for ensuring a safe and guaranteed future for all. In line with its UN Global Compact Report, the company has also implemented a set of eco-standards and commitments to ensure responsible management of its hotels, including favouring local producers, supporting local community projects, and providing the necessary framework and training to operate responsibly. Building upon this further, the company forms initiatives unique to each hotel, for example, Jumby Bay Island in Antigua supports the protection of the Hawksbill Sea Turtle nesting colony, whilst its Eden Rock - St Barths hotel helped the local government to restore a previously exhausted brackish water lagoon.

This new collaboration will see Oetker Collection come together with the Sustainable Hospitality Alliance's influential network of member hotels, which now represent over 50,000 properties and 7 million rooms globally, as well as the organisation's affiliate members from across the value chain. These members are united in their collective approach to responsible hospitality, sharing the belief that the sector can, and must, create a lasting positive impact for the planet and its inhabitants through collaborative action.

Sustainable Hospitality Alliance CEO, Glenn Mandziuk, said: "Within a company's sustainability journey, it's so important to consider each hotel and the unique location it sits in. Oetker Collection excel in this distinctive approach - focusing initiatives on the environment and communities surrounding each hotel. I'm delighted to welcome Oetker Collection to the Alliance, bringing members of their senior leadership team together with our network of dedicated hospitality companies, in a non-competitive space, to ensure the protection and preservation of communities and destinations for future generations."

Timo Gruenert, CEO, Oetker Collection, said: "We are fully committed to increasing our CSR output and joining the Sustainable Hospitality Alliance early in 2023 underscores it as a key priority for Oetker Collection. We look forward to sharing our insights and initiatives and learning more on this crucial subject through meaningful interactions with the Alliance's network."

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Responsible hospitality for a better world

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 represent over 50,000 hotels – totalling 7 million rooms – and include world-leading companies including Choice Hotels International, Marriott International, Hilton Hotels & Resorts, IHG Hotels & Resorts, Hyatt Hotels Corporation, BWH Hotel Group 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 Oetker Collection

Oetker Collection is an exceptional portfolio of Masterpiece Hotels and villas in Europe, the UK, Brazil and the Caribbean. Located in the world's most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Collection. Carrying on a refined legacy in hosting that originated in 1872, the Collection's mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties. The current portfolio includes Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Hôtel du Cap-Eden-Roc in Antibes, Château Saint-Martin & Spa in Vence, The Lanesborough in London, L'Apogée Courchevel, Eden Rock - St Barths, Jumby Bay Island in Antigua, Palácio Tangará in São Paulo and The Woodward in Geneva. Oetker Collection's first Italian hotel, Hotel La Palma will open in Capri in the summer of 2023 and, in 2024, Oetker Collection will open its 12th property and first US hotel with The Vineta Hotel in Palm Beach. To find out more about Oetker Collection's sustainability, visit
<https://www.oetkercollection.com/corporate-social-responsibility/>.