

**Press release
May 2023**

Sustainable Hospitality Alliance Welcomes Luxury Travel Subscription Company Inspirato as Newest Member

The [Sustainable Hospitality Alliance](https://sustainablehospitalityalliance.org) (the “Alliance”), the leading global network for responsible hospitality working to embed Net Positive Hospitality within the sector, today announced that it has welcomed Inspirato Incorporated (“Inspirato” or the “Company”) (NASDAQ: ISPO), the innovative luxury travel subscription brand, as its newest member.

Inspirato is a membership-based global hospitality company boasting more than 700 luxury accommodations across 100+ destinations around the world. The Company’s portfolio includes branded luxury vacation homes, accommodations at five-star hotel and resort partners, and custom travel experiences. Every Inspirato trip comes with first-class personalized service designed to meet and exceed the expectations of the Company’s 14,000+ discerning members.

The Alliance addresses key challenges affecting the planet and its people, local destinations and communities. The Alliance’s Pathway to [Net Positive Hospitality programme](#) sets ambitious targets to create a prosperous and responsible global hospitality sector that gives back to the destination more than it takes. It harnesses the power of the four pillars of people, planet, place, and prosperity combined with the industry’s transformative power, innovation, and resources.

Brad Handler, Executive Chairman of the Board at Inspirato, commented, “Inspirato is committed to improving our sustainable practices and reducing our overall impact in our destinations. We’re thrilled to join the Sustainable Hospitality Alliance and its impressive roster of leading hospitality brands such as Marriott International, Hilton, IHG, and Hyatt. We look forward to benefiting from the Alliance’s resources, programs, and network.”

Glenn Mandziuk, Chief Executive Officer of the Sustainable Hospitality Alliance, said, “Inspirato’s mission is to inspire lasting memories and relationships by changing the way family and friends experience the world. As they grow, they recognize the importance of ensuring these experiences are sustainable for the environment and community. We look forward to working collaboratively with the team at Inspirato over the coming months to help address and deliver changes to create Net Positive Hospitality.”

For further information about the work of the Sustainable Hospitality Alliance, please visit <https://sustainablehospitalityalliance.org>

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Note for Editors

For media enquiries, please contact:
press@sustainablehospitalityalliance.org.

About the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together hospitality industry leaders 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 more back than it takes.

The Alliance has over 30 members to date which have a reach of 7 million rooms and include world-leading hotel companies including Choice Hotels, Marriott International, Hilton, IHG, Hyatt and Radisson Hotel Group as well as regional brands and other stakeholders in the hospitality value chain.

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 Inspirato

Inspirato (NASDAQ: ISPO) is a luxury travel subscription company that provides exclusive access to a managed and controlled portfolio of curated vacation options, delivered through an innovative model designed to ensure the service, certainty, and value that discerning customers demand. The Inspirato portfolio includes branded luxury vacation homes, accommodations at five-star hotel and resort partners, and custom travel experiences. For more information, visit www.inspirato.com and follow @inspirato on Instagram, Facebook, Twitter, and LinkedIn.

Inspirato Contacts

Investor Relations

ir@inspirato.com

Media Relations

communications@inspirato.com