

**Press release
10th October 2023**



Silk Hospitality named new Member of the Sustainable Hospitality Alliance

The [Sustainable Hospitality Alliance](#) (the Alliance) announces the arrival of a new member- [Silk Hospitality](#), the leading hospitality provider in Georgia.

Silk Hospitality manages and operates a variety of assets ranging from upscale hotels, high-end residential projects, renowned restaurants, luxury casinos and other leisure facilities.

Silk Hospitality is the tourism and recreation arm of Silk Road Group which manage and operate a variety of assets with each one offering bespoke accommodation and entertainment for guests. The hotels, casinos, and hospitality venues can be currently found at three key tourist destinations Tbilisi, Batumi, and Tsinandali and are operated by over 2,000 staff who are managed and supported by our central office in Tbilisi.

The Alliance brings together hospitality industry leaders and strategic members and partners, such as Silk Hospitality, to address key challenges affecting the planet and its people, local destinations and communities. Together they work to use the collective power of the industry to deliver Net Positive Hospitality.

Jordi Kuijt, CEO, Silk Hospitality comments; *“As Silk Hospitality we aim to bring new life to Georgia via the development of historical places and sharing culture*

through its people. We are in hospitality for the long term and with the support from the Sustainable Hospitality Alliance we are confident that we will learn from the industry, on how to make our business even more sustainable going forward.”

Glenn Mandziuk, Chief Executive Officer, Sustainable Hospitality Alliance, said: *“Our new member, Silk Hospitality, is a fantastic addition to our Alliance, bringing a range of hospitality organisations to the table. Their values align with the Alliance and I am particularly looking forward to working with them on their value involving community- a key focus for the Alliance as we look to give back more than we take away in destinations, through our Net Positive Hospitality programme.”*

The Alliance, which has over 40 donor and affiliate members to date and a reach of 7 million rooms, brings together engaged hospitality companies and the wider hospitality value chain, along with strategic partners, to address key challenges affecting the planet, people and places around the world. They work to accelerate the path to [Net Positive Hospitality](#) through strategic industry leadership, collaborative action, harmonisation of metrics and regenerative solutions. It harnesses the power of the four pillars of people, planet, place, and prosperity combined with the industry’s transformative power, innovation, and resources

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

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Notes for Editors

For media enquiries, please contact:

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About the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together engaged hospitality companies and the wider hospitality value chain, along with strategic partners, to address key challenges affecting the planet, people and places around the world.

Through their strategic initiatives and global networks, they develop practical programmes and resources to create a prosperous and responsible hospitality sector that gives back to the destination more than it takes.

Their members represent over 50,000 hotels spanning 270 brands – totalling over 7 million rooms – and include world-leading companies including Accor, Choice Hotels International, Hilton Hotels & Resorts, IHG Hotels & Resorts, Marriott International, and Wyndham Hotels & Resorts, as well as regional brands. Their network also includes other parts of the hospitality value chain, including owners, investors, suppliers, and other partners to further drive joined up action on sustainability, and accelerate the industry on the path to Net Positive Hospitality.