



Press release: 14th November 2023

The Sustainable Hospitality Alliance forms new partnership to strengthen British Columbia as regional hub for sustainable hospitality

The Sustainable Hospitality Alliance has welcomed the British Columbia Hotel Association (BCHA) as part of its global network of hospitality organisations.

Collaborating with the BCHA, the Alliance aims to identify opportunities where they can support one another's missions and programmes, including promoting sustainability tools and resources to the region.

The Alliance looks forward to working with the BCHA to support Indigenous training and upskilling with their partners Indigenous Tourism BC.

The Alliance has a wide reach in the hospitality sector, representing over 50,000 properties and 7 million rooms globally. This partnership combines the Alliance's expertise and global network with BCHA's ambitions to strengthen British Columbia as regional hub for sustainable hospitality.

Sustainable Hospitality Alliance CEO, Glenn Mandziuk, said: "We are delighted to be working with the British Columbia Hotel Association to support and champion best practice in the region. We look forward to sharing knowledge and resources with the BCHA as we implement our new five-year [strategy](#). Our work with hotel associations around the world is becoming even more important as we strive to make [Net Positive Hospitality](#) a reality – where the industry gives back more than it takes."

BC Hotel Association President & CEO, Ingrid Jarret, said: "The BCHA is honoured to partner with the Sustainable Hospitality Alliance, a globally recognised organisation that shares our unwavering commitment to sustainability and the establishment of a net-positive hospitality sector. We aim to foster a dynamic ecosystem of knowledge-sharing and cooperation, propelling the accommodation sector towards a more environmentally conscious future."

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2 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 British Columbia Hotel Association

The British Columbia Hotel Association (BCHA) is a non-profit organization that has advocated for the best interests of the province's accommodation sector since 1917. Working closely with over 750 members, partner organizations, and all levels of government, the BCHA champions solutions to issues that affect the successful operations of accommodation businesses including the workforce shortage, labour mobility, the impact of short-term vacation rentals, and more. Through advocacy, education, and communication the BCHA promotes responsible and safe hospitality practices and drives economic, social, and environmental sustainability. For more information, please visit: www.bcha.com.