

Amadeus brings travel technology expertise to membership in the Sustainable Hospitality Alliance



(L-R, Glenn Mandziuk CEO, Sustainable Hospitality Alliance, Agnes Pierce, Global Head of Sustainability, Hospitality, Amadeus and Olivier Girault, Head of Sustainability Solutions, Amadeus)

Amadeus is the first global travel tech company to join the industry body

The Alliance seeks collaborative approach to building a more sustainable hospitality sector

Amadeus has joined the Sustainable Hospitality Alliance (the Alliance) to bring its travel expertise to the table in the quest to support a more prosperous and responsible hospitality sector. As a leading, global player at the heart of the travel and tourism sector, Amadeus sees great potential to work alongside and connect with hospitality industry stakeholders and, together, contribute on the journey to the Alliance’s goal of [Net Positive Hospitality](#) – ensuring the industry gives back to destinations more than it takes.

The Sustainable Hospitality Alliance, with donor members including 27 world-leading hotel companies with a combined reach of over 50,000 properties, brings together engaged hospitality companies and the wider hospitality value chain, such as owners, investors, and suppliers to address key challenges affecting people and places around the world related to hospitality. Through strategic initiatives and global networks, the organization develops practical programs to create a prosperous and responsible hospitality sector that contributes to a positive net impact on destinations.

As part of its membership, Amadeus will hold a permanent position on the Senior Advisory Council that was established to provide strategic advice, create a network of influential leaders and drive change towards Net Positive Hospitality. Key areas of focus for Amadeus include education, accessibility and helping travelers and guests make informed decisions.

Glenn Mandziuk, CEO, Sustainable Hospitality Alliance, says: “Having Amadeus’ broad, global travel expertise in the discussion with the Alliance is a game changer. Onboarding Amadeus to our Senior Advisory Council is an important step in tackling the challenges the hospitality industry faces. Having Amadeus as a member will help drive our collaborative approach on the journey to Net Positive Hospitality. The Alliance is built for the industry, by the industry, to deliver positive results not only to hospitality players but also for the environment, local communities, and preservation of culture.”

Francisco Pérez-Lozao Rüter, President, Hospitality, Amadeus adds: “Our membership in the Alliance reflects our wider ambition to work toward a more sustainable travel industry. Thanks to our position as a global travel technology provider, we look forward to making a meaningful contribution to the Alliance. By sharing insights and experiences based on our best practices across all travel sectors, we aspire to help accelerate the advancement of the industry’s goals toward net positive hospitality. Building a more sustainable industry is an objective shared by Amadeus.”

As part of a wider commitment to sustainability, Amadeus is working with its vast network of customers and partners to offer more sustainable travel options, and is also a member of the [Green Software Foundation](#) and the [Travalyst coalition](#).

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Notes to the editors:

About Amadeus

Amadeus makes the experience of travel better for everyone, everywhere by inspiring innovation, partnerships and responsibility to people, places and planet.

Our technology powers the travel and tourism industry. Inspiring more open ways of working. More connected ways of thinking, centered around the traveler. Our open platform connects the global travel

and hospitality ecosystem. From startups to big industry players and governments too. Together, redesigning the travel of tomorrow.

We are working to make travel a force for social and environmental good. A collective responsibility to protect and improve the people and places we visit, ensuring travel continues to make positive contribution to our world.

We apply innovation to meet new needs, to solve real challenges. Our truly diverse global workforce, made up of 150 nationalities, is passionate about travel and technology.

We are an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC. We have also been recognized by the Dow Jones Sustainability Index for the last 11 years.

Amadeus. It's how travel works better.

Learn more about Amadeus at www.amadeus.com, and follow us on:



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.