



Press release for immediate release

## Hospitality Titans Unite for a Greener Future

### The FHRAI partners with the Sustainable Hospitality Alliance, Inaugurating a New Era in Net Positive Hospitality

**New Delhi, 8<sup>th</sup> March 2024**

In a move to advance sustainability in India, the Federation of Hotels and Restaurant Associations of India (FHRAI), the world's third-largest hospitality association, has joined forces with the Sustainable Hospitality Alliance (the Alliance).

This ground-breaking partnership, announced at the 'Travel for Life - Tourism Sustainability Summit 2024', signals a major step forward for India's hospitality industry and its journey towards achieving net positive hospitality – where the industry contributes more than it consumes to the destination.

Glenn Mandziuk, CEO of the Alliance, is enthusiastic about the possibilities this partnership brings. "As the world's hospitality industry drives towards a more sustainable future, I am delighted to welcome FHRAI to our community. This is a milestone for the Alliance, and will undoubtedly support India's climate action and bring its vast hotel and restaurant sector towards Net Positive."

Pradeep Shetty, President of FHRAI said, "We are thrilled to share a significant development in the sustainability commitment of our industry through our partnership with the Sustainable Hospitality Alliance. We are starting an exciting journey together to reshape the hospitality industry in India. This collaboration demonstrates our strong commitment to reducing our environmental impact while optimising our beneficial influence on the communities we serve".

The Alliance, representing over 50,000 hotels and 7 million rooms globally, will collaborate with the FHRAI, acting as a champion for innovation and climate action in the industry. Both organisations plan to work on joint projects and share knowledge, leveraging each other's tools and programmes to promote best practices within India's hospitality sector.

The FHRAI provides a crucial link between the hospitality industry, political leadership, academics and international associations, creating a platform for dialogue and thought leadership within the industry.

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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](http://www.sustainablehospitalityalliance.org)

### **ABOUT THE FHRAI**

The Federation of Hotel & Restaurant Associations of India (FHRAI) is the apex body and the voice of the Indian Hospitality Industry, representing 60,000 Hotels and 5,00,000 Restaurants spanning the length & breadth of our vast country. Since its inception in 1955, FHRAI has been working closely with government & policy making bodies, playing a seminal role in growth of tourism and hospitality sector of India. FHRAI acts as an intermediary between hospitality industry and the government, political leadership, industry bodies, consumer groups, academia, international associations, and other stakeholders. For more information, please visit [www.fhrai.com](http://www.fhrai.com).