

Press release – for immediate release

Leading global communications and public affairs agency, FINN Partners, joins the World Sustainable Hospitality Alliance



Pictured L-R, Glenn Mandziuk CEO of the World Sustainable Hospitality Alliance and Debbie Flynn, Managing Partner, Global Travel Practice Leader at FINN Partners

London, 30th May 2024; [FINN Partners](#), the fastest-growing, global independent communications and public affairs agency, proudly announces its collaboration with the [World Sustainable Hospitality Alliance \(the Alliance\)](#) – a powerful coalition of nearly 50 united members, that is collectively tackling pressing challenges affecting our planet, people, and places on a global scale.

FINN Partners, whose clients include IDA Ireland, the Victor Pinchuk Foundation, Changing Markets Foundation, and Tootbus, will support the Alliance and its members in reporting on global sustainability and regulatory policy changes for the hospitality sector as well as maximising brand awareness through corporate communications initiatives over the coming year.

Specialising in supporting brands on sustainability, FINN Partners works closely with a range of organisations to develop and embed purpose-led ESG strategies that build credibility and reputation. FINN Partners' Travel & Tourism sector includes Intrepid Travel, Visit Ireland, Visit Malta, Accor, and Iberostar as key clients. Most recently, the Alliance and the World Sustainable Travel announced the launch of the World

Sustainable Travel & Hospitality Awards with FINN Partners' client Belize, the Alliance's first country member.

Glenn Mandziuk, Chief Executive Officer of the World Sustainable Hospitality Alliance, comments on FINN Partners' addition to their network of affiliate members: *"I am thrilled to welcome FINN Partners to our network of Members where we will work closely to support our members across a range of policy and regulatory activity. FINN's expertise in sustainability and public affairs means that they are the ideal agency to have on board. Along with their global reach, their specialist teams will support the Alliance as our five-year strategy transforms into action. Having already worked closely with the team, I am confident that our collaboration will greatly advance our mission for Net Positive Hospitality."*

Terri Bloore, Head of the Corporate Team at FINN Partners, said: *"The work that the World Sustainable Hospitality Alliance undertakes is perfectly aligned with FINN Partners purpose-led values. We share the same commitment to be good global citizens and I am delighted to embark on the partnership together. We recognise that sustainability is not only good for the planet but also good for business. We lead with purpose and our values truly guide us, and our expertise across Corporate Social Responsibility, Diversity, Equity and Inclusion, Environment, ESG and Sustainability, is unmatched."*

Carolina Gasparoli, Public Affairs Lead at FINN Partners, said: *"I am excited about the opportunity to support the Alliance and to work with Glenn and his team to ensure that all members are up to speed with the latest regulatory and policy developments. The sector's engagement with policymakers and regulators starts with its ability to understand what to expect and to positively contribute to the conversation about the legislative framework needed".*

For further information about the work of the World 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 World Sustainable Hospitality Alliance

The World 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 55,000 hotels spanning 270 brands – totalling over 7 million rooms – and include world-leading companies including Accor, Choice Hotels International, Hilton, 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.

About FINN Partners

Founded in 2011 on the core principles of innovation and collaborative partnership, FINN Partners has grown from about \$24 million in fees to nearly \$200 million in fees over ten years, becoming one of the fastest-growing independent public relations agencies in the world. The full-service marketing and communications company's record-setting pace is a result of organic growth and integrating new companies and new people into the FINN world through a common philosophy. With more than 1,400 professionals across 35 offices, FINN provides clients with global access and capabilities in the Americas, Europe and Asia. FINN Partners clients are also supported through longstanding partner agencies and its membership in the PROI network of leading agencies around the world. Headquartered in New York, FINN has offices in: Abu Dhabi, Atlanta, Bangalore, Beijing, Boston, Chicago, Delhi, Denver, Detroit, Dublin, Fort Lauderdale, Frankfurt, Guam, Hong Kong, Honolulu, Jerusalem, Kuala Lumpur, London, Los Angeles, Madison, Manila, Mumbai, Munich, Nashville, Orange County, Paris, Portland, San Diego, San Francisco, Seattle, Shanghai, Singapore, Vancouver and Washington D.C. Find us at finnpartners.com and follow us on Twitter and Instagram at [@finnpartners](https://twitter.com/finnpartners).