

Press release for immediate release

Strategic partnership to drive Net Positive Hospitality is announced between the World Sustainable Hospitality Alliance and STR



Pictured L-R- Robin Rossmann, Managing Director of STR and Glenn Mandziuk, CEO of the World Sustainable Hospitality Alliance

London, 29th May 2024; [The World Sustainable Hospitality Alliance](#) (the Alliance) is pleased to announce a new strategic partnership between the Alliance and [STR](#) that will drive the hospitality industry towards Net Positive through a wide range of collaborations.

Through this transformative partnership, both organisations will engage in a range of shared activities, including working groups, the creation of comprehensive toolkits and resources, as well as the testing and implementation of cutting-edge solutions to measure social and environmental sustainability indicators. Leveraging STR's extensive data resources, the Alliance will conduct research across the sector. To further strengthen the commitment to sustainability and the key role of data management, both the Alliance and STR will provide training and support to each organisation's respective teams.

STR is the leading provider of data benchmarking, analytics and marketplace insights for the global hospitality industry. STR's focus is to define how businesses measure performance, expand benchmarking possibilities, drive industry standards and encourage evolved thinking about data.

The Alliance, consisting of global members, strategic partners, and industry stakeholders, collaboratively addresses critical challenges impacting the planet, people, and places worldwide, with the ultimate goal of reaching Net Positive Hospitality.

Glenn Mandziuk, Chief Executive Officer of the World Sustainable Hospitality Alliance, said, *"Our partnership is significant for the industry as we collaborate to provide valuable resources for all employees within hospitality. Securing the support of STR through our partnership not only ensures that as a sector we are working together, it means that we can accelerate our support for the industry as we lead our sector towards Net Positive, ultimately transforming our industry through sustainability."*

Amanda Hite, President at STR, said, *"We embrace our responsibility as an industry leader and understand the role we can play in fostering sustainable solutions. We are proud to have a voice in these crucial dialogues and to leverage our global resources in the collective effort toward Net Positive."*

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 over 300 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 STR

STR provides premium data benchmarking, analytics and marketplace insights for the global hospitality industry. Founded in 1985, STR maintains a presence in 15 countries with a North American headquarters in Hendersonville, Tennessee, an international headquarters in London, and an Asia Pacific headquarters in Singapore. STR was acquired in October 2019 by CoStar Group, Inc. (NASDAQ: CSGP), a leading provider of online real estate marketplaces, information and analytics in the commercial and residential property markets. For more information, please visit str.com and costargroup.com.