



Press release

NEOM Hotel Division announced as 50th member of the World Sustainable Hospitality Alliance to drive global change



***Pictured L-R-** Maryam Alqahtani, Brand Experience Professional, NEOM Hotel Division, Patrick O'Meara, Director of Partnerships and Business Development World Sustainable Hospitality Alliance, Chris Newman Executive Director - NEOM Hotel Division, Glenn Mandziuk, CEO World Sustainable Hospitality Alliance, Aseel Bondagjy, Hotel Talent Development Manager NEOM Hotel Division and Maria Pichon Director - Brand Development, NEOM Hotel Division.*

London, 20th June 2024: [NEOM Hotel Division](#), the entity responsible for building a hospitality ecosystem to support the bold ambitions of NEOM, has joined [The World Sustainable Hospitality Alliance](#)- its 50th member. Consisting of now 50 members, the Alliance works to address critical challenges impacting the planet, people, and places worldwide.

NEOM Hotel Division, which is focused on creating and operating hotels of the future that have sustainability at their core, shares the Alliance's belief that collaboration is the key to unlocking solutions for the hospitality sector and paving the way for a more sustainable future.

One of NEOM Hotel Division's key contributions will be piloting the groundbreaking Net Positive Hospitality Academy, a sustainable training system launched in Q4 of last year. This innovative online platform equips the industry with scalable knowledge assets, tools, and modules, empowering hospitality professionals with the skills and resources necessary to drive meaningful change across the industry.

Glenn Mandziuk, Chief Executive Officer of the World Sustainable Hospitality Alliance, said: *"I am thrilled to welcome NEOM Hotel Division to the Alliance, especially as our 50th member. Together, we can make a tangible impact on the hotel industry. NEOM Hotel Division is at the forefront of our industry's sustainability innovation journey to lead all hotels towards Net Positive Hospitality. Additionally, they mark an important milestone as our first member headquartered in Saudi Arabia."*

Chris Newman, Executive Director at NEOM Hotel Division, said: *"We are excited and honored to be joining the World Sustainable Hospitality Alliance. We share the same commitment to the principles of environmental responsibility and sustainable and regenerative practices. The Net Positive Hospitality Academy has the potential to have a wide-reaching impact across our industry. Central to the Academy is collaboration - real progress can only be made by working together and we look forward to joining forces with our fellow members to accelerate the future of sustainable hospitality."*

For further information about the work of the World Sustainable Hospitality Alliance, please visit <https://sustainablehospitalityalliance.org>

--ENDS--

Notes for Editors

For media enquiries, please contact:

- press@sustainablehospitalityalliance.org.

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 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, which includes over 50 partners, 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 NEOM

NEOM is an accelerator of human progress and a vision of what a new future might look like. It is a region in northwest Saudi Arabia on the Red Sea being built from the ground up as a living laboratory – a place where entrepreneurship will chart the course for this new future. It will be a destination and a home for people who dream big and want to be part of building a new model for exceptional livability, creating thriving businesses and reinventing environmental conservation. NEOM will include hyperconnected, cognitive cities, ports and enterprise zones, research centers, sports and entertainment venues and tourist destinations. As a hub for innovation, entrepreneurs, business leaders and companies will come to research, incubate, and commercialize new technologies and enterprises in groundbreaking ways. Residents of NEOM will embody an international ethos and embrace a culture of exploration, risk-taking and diversity. For further information email media@NEOM.com or visit www.NEOM.com and www.NEOM.com/en-us/newsroom.