

Press Release



Kerzner International Commits to Net Positive Hospitality by Joining the World Sustainable Hospitality Alliance

Marking Earth Day, Kerzner International becomes a member of the Alliance

London, 22nd April 2025; In celebration of Earth Day, Kerzner International, a global leader in luxury hospitality and destination experiences, has joined the World Sustainable Hospitality Alliance (the Alliance) - a powerful collective of over 100 organisations working to accelerate sustainability across the hospitality industry.

By becoming a member of the Alliance, Kerzner strengthens its commitment to creating a more sustainable future for the hospitality industry. The Alliance now represents over 66,000 hotels across 300 brands, covering more than 8 million rooms worldwide. Together, members are working towards Net Positive Hospitality - ensuring that the hospitality industry gives back more than it takes.

Glenn Mandziuk, CEO of the World Sustainable Hospitality Alliance, commented;

“It’s significant that on Earth Day, the Alliance welcomes Kerzner to our movement – a community of industry leaders pioneering a prosperous future where hospitality uplifts people, honours our planet, and enriches communities. We look forward to Kerzner showcasing best practices and sharing knowledge as we look to drive meaningful change, ensuring a more sustainable and resilient future for hospitality worldwide.”

Philippe Zuber, CEO of Kerzner International adds; *“At Kerzner, as custodians of some of the world’s most extraordinary locations, we understand our unique responsibility to safeguard these natural treasures for generations to come. Through our iconic brands - Atlantis, One&Only, SIRO and Rare Finds - we are committed to reimagining hospitality in a way that*

uplifts communities and safeguards our natural world. Joining the World Sustainable Hospitality Alliance is a powerful step in our sustainable journey.”

As a new member, Kerzner will work closely with the Alliance and its global network to implement practical solutions, share knowledge, and scale innovation - ensuring that destinations and communities thrive for generations to come.

For more information about the World Sustainable Hospitality Alliance and its initiatives, please visit: <https://sustainablehospitalityalliance.org/>.

--ENDS--

Notes for Editors

For media enquiries, please contact:

- [**press@sustainablehospitalityalliance.org**](mailto:press@sustainablehospitalityalliance.org).

About the World Sustainable Hospitality Alliance

The [World Sustainable Hospitality Alliance](https://sustainablehospitalityalliance.org/) (the Alliance) is a movement of industry leaders pioneering a future where hospitality uplifts people, honours the planet, and enriches communities. By uniting companies across the value chain, they create pathways to Net Positive Hospitality and help destinations thrive for generations.

They bring together hospitality companies and strategic partners to tackle global challenges and develop practical programmes that give back more than they take. Their 66,000 member hotels span 300+ brands and include Accor, Hilton, IHG, Marriott, Radisson, Wyndham, and others – alongside investors, suppliers, educators, and more driving joined-up action for a sustainable future.

About Kerzner

[Kerzner International Holdings Limited](https://kerzner.com/), through its subsidiaries, is a leading international developer and operator of destination resorts, ultra-luxury hotels and residences and innovative entertainment and hospitality experiences. Kerzner’s flagship brand Atlantis includes Atlantis, The Palm and Atlantis, The Royal Resort & Residences, both in Dubai, as well as Atlantis, Sanya Hainan in China. Under the One&Only brand, Kerzner manages some of the most top-rated ultra-luxury resorts in the world, located in Greece, Montenegro, Mexico, Mauritius, the Maldives, South Africa, Dubai, Rwanda and Malaysia. Kerzner’s newest hospitality brand is SIRO, the ultimate hotel for an active lifestyle. The first SIRO is open at SIRO One Za’abeel in Dubai, with additional hotels announced in Montenegro, Saudi Arabia and Mexico. Rare Finds, a collection of resorts that celebrates the essence of a place and authentic, soulful experiences, launched in February 2023 with the re-opening of Bab Al Shams in Dubai. For more information on our brands, please visit: atlantis.com, oneandonlyresorts.com, sirohotels.com, www.rarefindsresorts.com. For more information on Kerzner International, please visit [Kerzner.com](https://kerzner.com).