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## GREEN HOTELS GLOBAL AND TRIPADVISOR PARTNER TO BRING 1,200 NEW ACCOMMODATIONS INTO TRIPADVISOR GREENLEADERS PROGRAM

**Toronto, ON, February 4, 2014** – Green Hotels Global™, a system that provides metrics-based information on the environmental footprint of hotels, and TripAdvisor®, the world's largest travel site\*, today announced a partnership to add 1,200 Marriott properties, which are Green Hotels Global's clients, to [TripAdvisor GreenLeaders](#). The addition makes TripAdvisor GreenLeaders the largest program of its kind in the U.S. with more than 3,600 participating accommodations.

TripAdvisor GreenLeaders helps TripAdvisor's community of more than 260 million travelers plan greener trips by highlighting U.S. accommodations engaging in environmentally-friendly practices.

Through the partnership, hotel properties participating in Green Hotels Global's environmental sustainability benchmarking tool will now be automatically screened against the rating criteria of TripAdvisor GreenLeaders. Those properties meeting the minimum criteria will be enrolled in the program.

"All the hotels participating in Green Hotels Global have demonstrated a commitment to environmental measurement and disclosure," said Ian Lipton, president and chief operating officer of The Carbon Accounting Company, which developed and operates the Green Hotels Global program. "Our goal is to make our data readily available to travelers so they can easily select environmentally-conscious hotels, and TripAdvisor GreenLeaders uniquely provides the opportunity to showcase green properties to millions of travelers."

Hotel properties that are members of the Green Hotels Global program are differentiated to travel managers, meeting planners and travelers for their ability to accurately track and report the carbon footprint, energy consumption, water usage and waste generation associated with room-night usage and event bookings.

Focused on transparency, disclosure and auditability, Green Hotels Global's methodology for quantifying environmental performance follows the Hotel Carbon Measurement Initiative (HCMI) of the

International Tourism Partnership/World Travel & Tourism Council and The Greenhouse Gas Protocol of the World Resources Institute.

“The mission of TripAdvisor GreenLeaders is to make it easy for travelers to make smart, greener travel decisions, and our partnership with Green Hotels Global supports this mission by making 1,200 additional eco-friendly properties available to millions travelers worldwide,” said Jenny Rushmore, director of responsible travel at TripAdvisor. “Through initiatives like this one, in less than a year we’ve seen the GreenLeaders program grow to become the largest green hotels program in the U.S.”

### **About Green Hotels Global**

Green Hotels Global™ is a system that provides metrics-based information on the environmental footprint of hotels.

Hotels that use the Green Hotels Global program can accurately report to existing and prospective clients the carbon footprint, energy consumption, water usage and waste generation associated with room-night usage and event bookings.

Green Hotels Global is a consolidation of the major hotel environmental credentials, combined with a metrics-based online interactive software system, allowing for individual properties and chain-level management to quantify, reduce and report on their environmental footprint from all aspects of their operations.

### **About TripAdvisor**

TripAdvisor® is the world's largest travel site\*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 260 million unique monthly visitors\*\*, and over 125 million reviews and opinions covering more than 3.1 million accommodations, restaurants and attractions. The sites operate in 34 countries worldwide, including China under [daodao.com](http://daodao.com). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 21 other travel media brands: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruise critic.com](http://www.cruise critic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.travelpod.com](http://www.travelpod.com), [www.virtualtourist.com](http://www.virtualtourist.com), [www.wherivebeen.com](http://www.wherivebeen.com), and [www.kuxun.cn](http://www.kuxun.cn).

\*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, June 2013

\*\*Source: Google Analytics, Worldwide data, July 2013

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