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GREEN HOTELS GLOBAL JOINS GLOBAL SUSTAINABLE TOURISM COUNCIL

Organization Committed to Educating Travelers on Sustainable Tourism

Toronto, ON and Washington, D.C. (April 1, 2011) – Green Hotels Global announced today that they have joined the Global Sustainable Tourism Council (GSTC), an international initiative dedicated to promoting sustainable tourism practices around the world. The GSTC was founded in partnership by the World Tourism Organization, the United Nations Environment Programme, UN Foundation, Rainforest Alliance, Sabre/Travelocity and others. GSTC membership is open to all travel and tourism companies, organizations or individuals interested in sustainable travel.

“We are pleased to join the GSTC. It is important to have a common understanding of what sustainable tourism is so that travelers can break through the clutter and make informed decisions,” said Ian Lipton, Chief Operating Officer of Green Hotels Global. “As part of this global partnership, we’re dedicating ourselves to helping make sure that businesses thrive and travelers can continue to have special experiences, for generations to come.”

“We are pleased that Green Hotels Global is joining in our efforts. The tourism industry is growing and we have a responsibility to ensure that growth is done in a responsible way,” said Erika Harms, Executive Director of the GSTC. “We look forward to working with Green Hotels Global to help implement and explain sustainable tourism so that it becomes as ubiquitous as travel itself.”

The GSTC includes partners from around the globe. The organization is currently active in Africa, the Americas, Middle East, and East Asia. More than 170 US cities have already adopted the GSTC Criteria including San Francisco, Miami, Maui, and Los Angeles.

As a new member, Green Hotels Global will work with the GSTC in its region to promote sustainable tourism principles as well as encourage the adoption of the Global Sustainable Tourism Criteria. As part of the initiative, each member commits to promoting the GSTC to its customers, vendors and peers. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development. A suitable balance must be established between these three dimensions to guarantee lasting sustainability.

The Global Sustainable Tourism Council is made up of tourism and travel industry professionals, UN agencies, tour operators, travel companies, individual hotels and government tourism councils. Members include: Adventure Travel Trade Association (ATTA); APEG Consultants; American Hotel and Lodging Association (AHLA); American Society of Travel Agents (ASTA); asr - alliance of independent travel traders registered federal association; Audubon International; Belize Tourism Board (BTB); Big Five Tours & Expeditions; Blackstone Valley Tourism Council- Sustainable Tourism Planning and Development Laboratory; Botswana Tourism Organisation; Cathy Parsons; Caesars Entertainment; Center for Responsible Travel (CREST); Consorcio Cooperativo Red Ecoturística Nacional (COOPRENA R.L.); Department of Tourism-Leisure- Hotel and Sport Management-Griffith University; Destination Ventures; Earth Check (EC3 Global); EcoBrasil; EcoSustainability; Ecotourism Australia; Ecotourism Israel; ECOTRANS; Enclave Rising; European Centre for Ecological (ECEAT) and Agricultural Tourism;



Evolución Empresarial, S.A.; Fabrizio Antognelli; Fairmont Hotels & Resorts; FEDEC- Federación Colombiana de Eco Parques; Ecoturismo y Turismo de Aventura; Fundación Ecoturismo Argentina, Fundación Natura; Foundation for Environmental Education (FEE); Fundación Plan 21; GAP Adventures /Planeterra Foundation; Geoff Penrose; Global Center of Excellence for Destination; GREAT Green Deal; Green Globe Certification; Green Hotels Global; Green Leaf Foundation; Green Seal; Gretchen Anderson; HM Design; Honey Guide Foundation; Hostelling International (HI); Hotel Association of Canada; Hotel Manatus; Hotel Villa del Arco; Huab Lodge & BushSPA; Instituto de Turismo Responsable (ITR); International Community Foundation (ICF); Janice Lichtenwaldt; Jorge de Vicente; Joseph Rath; Journey Mexico; M/s. Wood Certification Pvt. Ltd.; Mexico Tourism Board; Mt. Huangshan Scenic Area; National Geographic; Nordic World Heritage Foundation; NepCon Denmark; Our Native Village; Pacific Asia Tourism Pty Ltd; Professor Francois J Odendaal; Pronatura Sur; Q Certification H&R; Rara Avis; Rosemary Black; Royal Caribbean Cruise Line (RCCL); Sabre Holdings; Salvanatura Fundacion Ecologica de El Salvador; San Francisco Department of the Environment; School of Merchandising and Hospitality Management University of North Texas; Select International Tours; Shrinking Foot; Snow Leopard Adventures; Solimar International; Spenceley Tourism and Development; TourCert; Travel Operators for Tigers (TOFT); STA Travel International Limited; Sustainable Travel International (STI); The Travel Foundation; Tourism Concern; United Nations Environment Programme (UNEP); United Nations Foundation; World Tourism Organization (UNWTO); University of Utah; VNT Verband neue Touristik e.V.; Wild Asia, Wild China

Information about membership can be found at www.gstcouncil.org.

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About the Green Hotels Global

Green Hotels Global is the only online source for standardized environmental performance metrics on hotels worldwide. Hotel properties that are members of the Green Hotels Global program are differentiated to Travel Managers and Meeting Planners 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. The program is focused on transparency, disclosure and auditability. Our methodology for quantifying environmental performance follows The Greenhouse Gas Protocol of the World Resources Institute, ASTM Standards for Measuring Climate Change and Greenhouse Gases, and ISO 14064 GHG Measurement Standards. The Green Hotels Global system is integrated into the StarCite and Lanyon hotel sourcing platforms, and is required by many Fortune 500 travel buyers as part of their environmental selection criteria. For more information, visit www.greenhotelsglobal.com.

About the GSTC

The Global Sustainable Tourism Council (GSTC) is a global initiative dedicated to promoting sustainable tourism efforts around the world. The GSTC works to expand understanding of and access to sustainable tourism practices; helps identify and generate markets for sustainable tourism; educates about and advocates for a set of universal principles, as defined by the Global Sustainable Tourism Criteria. The Criteria, a set of voluntary principles that provide a framework for the sustainability of tourism businesses across the globe, is the cornerstone of our initiative. For more information, visit www.gstcouncil.org.