



NEWS RELEASE

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For Immediate Release:

Green Key Rated Hotels to be Recognized by a Leading Tourism Company

October 11, 2011 - Ottawa – [Green Key Global](#) today announced that Transat A.T.Inc., one of the largest integrated tourism companies in the world and Canada’s holiday travel leader, will formally acknowledge rated members of the Green Key Eco-Rating Program, alongside other sustainability programs, in many of its business units. Jonview Canada, a Transat business unit, will be promoting Green Key to its international partners.

As part of Transat’s mission to encourage its tourism partners to adopt sustainable management practices, Green Key hotels with a rating of 4 or 5 Keys will be acknowledged for their sustainable development and environmental management initiatives. These properties will be included in the organization’s online presence and brochures with a description of the program in order to help the traveling public understand the rating system.

“Our partnership with Transat is a logical step towards providing travelers with useful information on green lodging options, and aligns perfectly with Green Key’s ongoing mission,” said Tony Pollard, Managing Director of Green Key Global. “Not only will it help to educate the consumer but it will also serve to encourage the industry to maintain and improve on its sustainable hotel operations and practices through increased recognition.”

As sustainability becomes increasingly important to travelers, hotels are stepping their efforts to minimize the environmental impact their day-to-day operations have. In a recent Travel Intentions Survey conducted by the Hotel Association of Canada, 37 per cent of respondents said environmental initiatives such as water conservation, recycling and energy efficiency are important to them. Thirty-six per cent said it is important for hotels to have green products. Thirty per cent said a hotel with an environmental certification program is important to them.

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About Green Key

The **Green Key Eco-Rating Program** is the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable “green” operations. The program was originally developed for the Hotel Association of Canada by a leading environmental engineering firm. Designed *specifically for hotel operations*, the **Green Key Eco-Rating Program** is a comprehensive environmental audit that will allow each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. The Green Key Program currently has over 2700 members in more than 20 countries. For more information on Green Key or to register your property now, visit www.greenkeyglobal.com, or email administration@greenkeyglobal.com.

About Transat

Transat A.T. Inc. is an integrated international tour operator with more than 60 destination countries and that distributes products in over 50 countries. A holiday travel specialist, Transat operates mainly in Canada and Europe, as well as in the Caribbean, Mexico and the Mediterranean Basin. Montreal-based Transat is also active in air transportation, accommodation, destination services and distribution. (TSX: TRZ.B, TRZ.A)