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Green Key and Expedia to Recognize Sustainable Hotel Operations
Leading Travel Website Incorporates Green Lodging Certifications into Hotel Listings

Horsham, PA; March 15, 2010 – [Green Key Global](http://www.greenkeyglobal.com) today announced that Expedia, the world’s leading online travel agency, has incorporated the Green Key Eco-Rating Program, alongside other sustainability programs, into a new feature on its website that allows listed properties to showcase their commitment to “green” hotel operations. The agreement is part of Expedia’s efforts to upgrade the resources available to eco-conscious travelers within the [expedia.com](http://www.expedia.com) website and the “Traveler’s Guide to Going Green” micro-site.

Expedia has created a number of avenues for Green Key member properties to be found on Expedia sites. Green Key members can highlight their participation in the program by registering via Expedia Partner Central and Green Key member properties can be found through the following:

- **In Award & Affiliation** on the hotel infosite on the details page
- **As an Amenity**, searchable under the category of “Green/Sustainability”
- **On the Green Hotels list** which will be searchable by destination

Green Key is designated by Expedia as a recognized 3rd-party validated certification program. This distinction acknowledges the on-site audits that are an integral component of the Green Key program.

“Today’s travelers are increasingly interested in gauging the environmental practices of hotels and other travel suppliers,” said Expedia’s Janice Lichtenwaldt, who earned her MBA in Sustainability from the Bainbridge Graduate Institute. “To that end, Expedia has elected to increase the ‘green’ resources available to our customers, as well as the ‘green’ recognition available to our partner hotels. We did our due diligence to make sure our partners in this endeavor promoted sound sustainable practices, and Green Key certainly fit the bill.”

Green Key, the first program of its kind to rank, certify and audit hotels and resorts based on their commitment to sustainable “green” operations, is a joint venture between [LRA Worldwide, Inc.](http://www.lra.com) and the Hotel Association of Canada. Green Key has been in operation in Canada for more than ten years. It launched in the United States in September of 2009 and has been adopted by Fairmont Hotels & Resorts, Sofitel Luxury Hotels and on a pilot basis by Accor North America. Currently, Green Key has more than [1,300 member hotels](#) throughout the United States and Canada.

Green Key Global is a joint partnership



LRA



HOTEL ASSOCIATION OF CANADA
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“First and foremost, Green Key exists to provide our members with a comprehensive environmental program and guide to sustainable hotel operations,” explained Tony Pollard, Managing Director of Green Key Global. “But the marketing benefits of Green Key participation are a close second. We work very hard to provide our membership with every opportunity to promote their efforts and exposure through the Expedia website is an exciting addition to our marketing partner network.”

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. In the United States **Green Key** is a joint partnership between the Hotel Association of Canada and LRA Worldwide, Inc. For more information on Green Key or to register your property now, visit www.greenkeyglobal.com, call +1.888.752.7061 or email info@greenkeyglobal.com.

About Expedia.com

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