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Green Key Global Partners with the Indiana Hotel & Lodging Association

Horsham, PA; October 6, 2009 – The State of Indiana has announced it will adopt the Green Key Eco-Rating Program as its official statewide environmental initiative for the lodging industry. Indiana is the first state to make this designation following the launch of Green Key in the U.S. last week. The program will be managed via a partnership between the [Indiana Hotel & Lodging Association \(IHLA\)](#) and Green Key Global, whereby the IHLA will promote the program to lodging properties within the state.

This partnership will provide IHLA with a customized, branded version of the [Green Key](#) website, allowing IHLA to promote the program to both members and the public. The site will include Members' access to the online Green Key audit, state-specific resources and links, as well as a public listing of all rated Indiana properties for consumers to access.

The increased importance of a hotel's sustainability practices was reinforced by a recent study that indicated that as many as 60-percent of potential hotel guests consider a property's environmental program prior to booking. Green Key has ensured its partners are recognized by both business and leisure travelers via its strong partnerships with organizations such as Meetings & Incentive Travel (M&IT), and recognition by AAA/CAA in TourBooks.

The "greening" of the hospitality industry was a prominent theme at the Hoosier Hospitality Conference in Indianapolis earlier this year. Appearing as a speaker, Green Key Global President Tony Pollard explained how participation in the program, a voluntary environmental rating program specifically for hotels, would improve property fiscal and environmental performance. Additionally, hotels can benefit from sales, marketing and public relations opportunities as well as positive feedback from guests and the community.

"Sustainability continues to be a top issue even in these difficult economic times. We firmly believe that now is the time to implement this initiative not only because it's the responsible thing to do but because it is a direct response to what travelers want," said Pollard. "Green Key is set to be an important factor for the 2010 Winter Olympics in Vancouver and has the potential to do the same for the 2010 Super Bowl in Indianapolis. IHLA recognizes this and we are excited to be working with our first State partner."

“The Indiana Hotel and Lodging Association is pleased to partner with the Green Key Eco Rating program,” said John Livengood, President/CEO of the Indiana Hotel & Lodging Association. “More and more of today’s travelers are comparing properties when they choose where to stay and one of the strongest decision factors for them is the ‘green factor’. The Green Key program provides our hotel partners in Indiana the opportunity to be nationally recognized for the eco-friendly work that they are already doing, as well as give them a starting point from which they can improve as their business plan allows.”

The Indiana version of the Green Key Eco-Rating Program will include the random, third-party onsite verification of audit results that is an integral part of Green Key in the United States

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 the Indiana Hotel & Lodging Association: The Indiana Hotel & Lodging Association serves, promotes and represents the industry in the state by providing governmental affairs services, training and information to its members. We encourage professionalism and high ethical behavior.

The Indiana Hotel & Lodging Association adheres to the following values and principles:

- Member driven and inclusive
- High ethical standards
- Industry partnership-oriented
- Valuable membership benefits
- Proactive and consultative leadership
- Industry authority and advocate
- Organization and program accountable

Visit www.indianahotels.org to learn more.

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 with funding from the Canadian Government. 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, visit www.GreenKeyGlobal.com.

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Green Key Global is a joint partnership



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