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Ottawa Tourism Adds Green Key Ratings to Online Booking Engine

Ottawa Tourism Becomes First DMO to Adopt the Green Key Eco-Rating Program

Ottawa, ON; May 27, 2010—Ottawa Tourism has added a new tool in their efforts to promote Ottawa as a truly “green” destination in partnering with the Hotel Association of Canada’s Green Key Eco-Rating program.

The [Ottawa Tourism booking engine](#) on www.ottawatourism.ca now features a prominent “Green Key” icon beside rated properties, allowing site visitors a new option when searching for hotel properties. Additional functionality of the Ottawa Tourism booking engine allows visitors to narrow their search to only Green Key-rated properties.

“We are very pleased to incorporate the Green Key program into our online booking engine and that already 32 properties in Canada’s capital region are being recognized for their efforts in sustainable hotel operations,” said Noel Buckley, President and CEO of Ottawa Tourism. “Ottawa Tourism has embraced the responsibility of improving our efforts to highlight our offerings as a ‘green’ destination. The Green Key program is something that helps our hotel members support our goals on a day-to-day basis.”

“Ottawa Tourism is an important partner in our efforts to continue improving the Green Key program and membership benefits for participating hotels and we applaud their efforts,” said Tony Pollard, Managing Director of Green Key Global.

The Green Key evaluation is a comprehensive 150-question [audit](#) covering a broad range of operational areas and sustainable practices. Upon completion, the answers are tabulated and the property is awarded a ranking of 1 to 5 Keys, a corresponding display plaque, and a comprehensive performance report that includes recommendations, best practices and potential areas for improvement and savings. Launched in Canada in 1997, Green Key has established itself as the foremost “green” ranking, certification and audit program in North America with more than 1,300 member hotels.

In other “green” news, Ottawa also recently ranked #3 on the Eco-City Ranking and #14 in overall quality of life among 221 cities worldwide on the [Mercer 2010 Quality of Living Survey](#).

About Ottawa Tourism: Ottawa Tourism provides industry leadership and destination marketing to service the travel media and attract visitors, tours and conventions to Ottawa and Canada’s Capital Region.

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 and now operates internationally as Green Key Global. 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.

For more information on Green Key or to register your property now, visit www.greenkeyglobal.com, or email sales@greenkeyglobal.com.