



RADISSON ROYAL BOGOTA HOTEL



NEWS RELEASE

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For Immediate Release:

Radisson Royal Bogotá Hotel Takes Environment to Heart with Green Key Certification

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Radisson Royal Bogotá Hotel, is pleased to announce that it has achieved a 4 Green Key rating through the Green Key Eco-Rating Program, becoming the first hotel in Colombia to be certified by Green Key.

A 4 Green Key rating demonstrates that the **Radisson Royal Bogotá Hotel** has shown national industry leadership and commitment to protecting the environment through its wide-ranging policies and practices. The hotel has mature programs in place that involve management, employees, guests, and the public, and which have shown substantial and measurable results.

The hotel is noted in the various areas of assessment covered by the program, such as corporate environmental management, housekeeping, food and beverage services, conference and meeting services, maintenance and engineering. For this reason, the property was awarded the rank of "4 Green Keys."

Angela María Gómez, hotel General Manager, says *"The participation and interest not only from the employees but also from the guests and suppliers in this task, have been key to conducting this successful process, which corresponds to months of intense and dedicated work."*

During this time we have implemented a significant number of sustainable practices in the different operational areas of the hotel, which have allowed us to reach a 10% reduction in power consumption, 9% reduction in water consumption, and a 40% reduction in the generation of polluting waste."

Within the next two years, the hotel plans to achieve an additional 15% reduction in energy consumption through the implementation of a comprehensive energy efficiency program and the construction of solar panels which will provide 70% of our hot water consumption. In addition, the property is projecting a 20% reduction in water consumption by changing low-flow showerheads in the guestrooms"

Added Gomez, "Guests participation in our green initiatives has been crucial to the success in achieving our goals of being a green hotel. Every time a guest stays with us, they are helping to preserve the environment and help our community by saving energy, water, linen usage and recycling, which allows us to use this savings in our non profit organization "Amiguitos Royal" that helps more than 500 children that suffer from undernourishment in our community.

Radisson Royal Bogota Hotel is committed to the environment and the community and will continue its efforts in implementing new green initiatives within the parameters contained in the Carlson Companies program "Responsible Business", which creates policies and partnerships that seeks the greatest positive impact on society and minimizes any negative impact on the environmen.

"We are pleased to welcome our charter member Colombian hotel to the Green Key program" said Tony Pollard, Green Key Managing Director. "We feel that the Green Key self assessment speaks in the International language of sustainable hotel operations, and the performance of the Radisson Royal Bogota is an affirmation of this belief and the hotel's laudable efforts to reduce its environmental footprint."

About the Radisson Royal Bogota Hotel. Our Hotel is conveniently located in the Teleport Business Park, 35 minutes from El Dorado International Airport. Our Bogotá hotel is also close to many corporate businesses, shopping destinations, entertainment venues and the Usaquén area, a popular location filled with restaurants and bars. Property amenities include wireless Internet access, a Business Center, a Fitness Center and a spa with heated swimming pool. Stay with us and enjoy the convenient location and exceptional services that set us apart from other Bogotá hotels. For more information please visit our website at www.radisson.com/bogotaco

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 self-assessment 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. Green Key is a joint partnership between the Hotel Association of Canada and LRA Worldwide, Inc. Visit www.greenkeyglobal.com for more information.