

Wotif.com unlocks the benefits of environmentally friendly travel with Green Key!

Global accommodation specialist Wotif.com has strengthened its commitment to environmentally responsible tourism by signing an agreement with the Green Key Eco-Rating Program.

February 28, 2011 -- According to economicallysound.com over 83% of hotels already have a green program of some description in place but less than 43% of these hotels actually promote it. With the demand for environmentally friendly holidays constantly increasing Wotif.com felt that it was time to react. From now on Wotif.com suppliers in Canada and the USA will be able to promote their Green Key certification credentials on the industry leading website, and customers will be able to search for green hotels in North America.

The Wotif group launched its Corporate Social Responsibility programme in 2010. This new agreement with the Green Key accreditation program shows the company's continued commitment to the eco cause that started in 2007 with its partnership alongside the Australian Ecotourism Society.

"Green Key is committed to perpetuating sustainable lodging in North America and beyond, as our international membership is growing rapidly," explained Tony Pollard, Managing Director of Green Key. "Partnering with Wotif.com, the leading online booking specialist in Australasia, was a natural fit to not only demonstrate this global commitment but to provide Green Key member hotels with a tangible connection to travellers from this part of the world visiting North America."

In Green Key, Wotif.com found an ideal and reputable partner who can assure its customers that the hotels they have selected for their stay have put into place sound environmentally sustainable practices.

The Green Key Eco-Rating Program is a graduated rating system designed to recognize hotels and resorts that are committed to improving their environmental and fiscal performance. The Green Key Eco-Rating Program is a voluntary program; hoteliers are encouraged to participate, not only for the health of the planet but also for the 'health' of their business. The program currently has over 1,600 active members and was the first of its kind to rank and certify hotels in North America based on their commitment to sustainable green operations.

The Wotif.com Executive GM Matthew Harris was quoted as saying "Being able to promote accredited eco hotels is a very positive step for us as we continue to increase our North American awareness. It's just another stage in our ongoing efforts to provide our users the most complete information and the best user experience."

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About Wotif.com

Wotif.com is the online accommodation specialist.

We offer great rates across a broad range of accommodation — hotels, motels, apartments, B&Bs, guest houses, hostels and backpackers — in more than 55 countries.

Since launching the site in Brisbane, Australia, in March 2000, we've become the most popular way for business and leisure travellers in Australasia to book accommodation online. Every month, our site attracts 3.8 million visits and delivers more than 252,000 bookings.

We also have offices in Canada, China, Indonesia, Hong Kong, Malaysia, New Zealand, Singapore, Thailand, and the United Kingdom to support our growing international presence.

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. 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. For more information, visit www.GreenKeyGlobal.com.

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