



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

NEWS RELEASE

Contact:

Anthony Pollard, President
Hotel Association of Canada
Tel: (613) 237-7149
Cell: (613) 850-1685
pollard@hotelassociation.ca

For Immediate Release:

Canadian Lodging Industry Embraces Environmental Initiatives

April 20, 2009, Ottawa—In celebration of Earth Day the Hotel Association of Canada (HAC) congratulates all the Canadian lodging properties that have undertaken efforts to reduce the environmental impact of their operations. These properties are emerging as true industry leaders at a time when the environment remains one of the top concerns on the minds of Canadians.

The HAC has been a long-time advocate of eco-friendly practices within hotels. Introduced more than 10 years ago, the HAC offers an environmental program for hotels that has been evolving and growing to meet the increasing demand for environmental accountability in our industry.

The HAC Green Key Eco-Rating Program is a graduated rating system designed to recognize hotels, motels and resorts that are committed to improving their environmental performance. Based on the results of a comprehensive environmental audit of their day-to-day operations, hotels are awarded a one to five Green Key rating. To date, there are just over 1,100 lodging properties participating in the Program representing approximately 57% of all guestrooms.

“The numbers of participating hotels shows an exponential growth in the program,” said Tony Pollard, HAC President. “It reflects the 92% of travellers that, according to an April 2008 Deloitte Consumer Survey, are looking to stay at environmentally friendly hotels.”

The Green Key Program continues to evolve as HAC engages in partnerships with environmental organizations, government agencies and associations to ensure the Canadian industry becomes a leader in environment stewardship. To date HAC works closely with Public Works & Government Services Canada (PWGSC), Association of Canadian Travel Executives (ACTE), Meetings & Incentive Travel (M&IT), CAA/AA, the Corporation de l'industrie touristique du Québec (CITQ), Réservert and the Canadian Sustainable Tourism Advisory Council (CSTAC).

...continued

HAC is also pleased to have been invited to participate in the Global Sustainable Tourism Criteria Partnership, a partnership initiated by the United Nations Foundation, United Nations Environment Programme, United Nations World Tourism Organization, and the Rainforest Alliance. Additionally, HAC has pledged itself as a charter supporter of the Sustainable Tourism Stewardship Council (STSC), a collaborative project of the Rainforest Alliance, UN agencies, major tourism businesses, national and regional sustainable tourism certification programs and a wide array of national and international social and environmental NGOs.

Travellers can find the most up-to-date list of participating properties on the program website, www.greenkeyglobal.com, as well as in a number of provincial and municipal accommodation guides.

The Hotel Association of Canada is the national organization representing the lodging industry in Canada. Our membership encompasses the provincial and territorial hotel associations, the corporate hotel chains, independent hotels, motels and resorts and the many suppliers to the hotel industry. Our objective is to assist both our national and international members as they endeavor to enhance their competitiveness and achieve their bottom line.