



**FOR IMMEDIATE RELEASE**

**Green Key Global partners with the Association Hôtellerie du Québec (AHQ)  
to make Quebec's hotels more sustainable**

**January 30, 2023 (Ottawa, ON)** – Green Key Global, the hotel and lodging industry's sustainable certification program of choice, has partnered with Association Hôtellerie Québec (AHQ), a sector-based tourism association recognized by the Government of Quebec, to help guide Quebec's hotels on their journey to sustainability. The new version of the environmental certification, to be presented very soon, incorporates the 17 UN goals and is recognized by GSTC<sup>1</sup>.

AHQ is officially supported by the Ministry of Tourism of Quebec to be the Green Key ambassador of the province, which allocates \$78,000 in funding. This partnership will help build an eco-responsible reputation for the accommodation sector in Quebec through the deployment of training accessible to all on Virtuôtel's digital platform. The goal is to mobilize and support Quebec's hotel industry to improve its social and environmental performance by relying on the Green Key certification.

**Green Key Global and AHQ will work together to provide the following:**

- A more in-depth experience for Green Key Global's Quebec members as AHQ will provide French-speaking program guidance to hotels across the province.
- A standardized sustainability system in place for all hotel and lodging properties in the province, creating a unified voice.
- Promote best practices in sustainable development for all tourist accommodations.

***" By supporting the partnership between Green Key Global and AHQ, our government is taking another step to support the tourism industry in its shift towards a more environmentally friendly offer. This important gesture, which is part of our Action Plan for Responsible and Sustainable Tourism 2020-2025, will help increase the eco-responsibility of our tourist accommodation sector and position Québec on the chessboard of responsible and sustainable international destinations "*** said Caroline Proulx, Minister of Tourism and Minister responsible for the Lanaudière region.



**"We are delighted to be working alongside AHQ in this exciting partnership,"** said Susie Grynol, Managing Director of Green Key Global. **"This will be a great opportunity to create a unified voice across the entire province of Quebec and enhance their overall member experience."**

***"Green Key Global certification provides structured support to Quebec's hotels in their sustainable transition. Our hoteliers are ready to commit and it is important that they be able to rely on a credible certification, in French, recognized by GSTC and recognized internationally"*** says Véronyque Tremblay, CEO of AHQ, with pride.

*GSTC: The Global Sustainable Tourism Council is managing the GSTC Criteria, global standards for sustainable travel and tourism; as well as providing international accreditation for sustainable tourism Certification Bodies.*



### **About Green Key Global**

Green Key Global is the leading international environmental certification body offering standardized programs and resources, designed specifically for the hotel and meetings industries. Best in class third-party certification programs Green Key Eco-Rating and Green Key Meetings, leverage corporate social responsibility and support sustainable initiatives across the industry to benefit the environment and improve fiscal performance.

Based on the results of a comprehensive environmental self-assessment, Green Key Global awards lodging facilities a rating from 1 to 5 Keys (5 Keys being the highest attainable) Green Key Global strives to educate members on the value these activities have on a broader environmental, social and economic level. More information is available at [www.greenkeyglobal.com](http://www.greenkeyglobal.com).

### **Association Hôtellerie du Québec (AHQ)**

AHQ is the only provincial industry association recognized by the government to represent hotel establishments throughout Quebec. It also includes gîtes, hostels, hotel schools and registered tourist residences. Its mandate is to represent them, defend their collective interests, inform them, inspire them and provide them with tools to improve the competitiveness of the industry. More information is available on the website [www.hotelleriequebec.com](http://www.hotelleriequebec.com).

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