

[Hotelbeds welcomes IHG Hotels & Resorts and Accor to its Green Hotels Programme](#)

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- Global hotel chains IHG Hotels & Resorts and Accor add their hotels to the thousands already certified as sustainable across Hotelbeds' 180,000 strong portfolio.
- This turn-key programme means certified properties are identified, highlighted and promoted through a special green filter to the 60,000 travel trade buyers that partner with Hotelbeds.

Palma, Spain, 21st April 2021 - [Hotelbeds](#), the world's leading bedbank, has today welcomed global hotel chains [IHG Hotels & Resorts](#) and [Accor](#) to its Green Hotel Programme, further strengthening its commitment to sustainable tourism.

IHG and Accor are the latest industry players to join the Programme which was launched in October 2020 to identify, highlight and promote sustainable tourism within the Hotelbeds portfolio.

Their properties join thousands of hotels who are now certified as sustainable and promoted as such to Hotelbeds' 60,000 travel trade clients via the 'green filter' that also includes details of certifications and offer tags.

The Green Hotels Programme is a turn-key solution to bring Hotelbeds and its partners into the green economy and accelerate the transition of the travel industry towards sustainability - a topic whose importance has increased dramatically in light of the COVID pandemic.

To certify the +15,000 properties included in the Programme, Hotelbeds partnered with global certification companies to identify fully certified hotel properties following the criteria set by the Global Sustainable Tourism Council (GSTC), the leading global authority in setting and management standards for sustainable travel and tourism.

The criteria is organised around four main themes - effective sustainability planning, maximising social and economic benefits for the local community, enhancing cultural heritage and reducing negative impacts on the environment.

This latest announcement comes just a few weeks after we became one of the first travel companies to join Amazon and The Climate Pledge Commitment to become net zero carbon by 2040 as well as actively participating in the World Travel & Trade Council's Sustainability Workforce.

Gareth Matthews, Marketing, Communications & CSR Director at Hotelbeds commented:

"It's great news that we can officially welcome IHG Hotels & Resorts and Accor to our Green Hotels Programme. They are obviously huge players in the industry and their involvement demonstrates the importance now being placed on sustainable tourism in line with the changing preferences of travellers.

"Giving our travel trade clients the ability to easily filter searches for green hotels is becoming increasingly important both for them, but also for hoteliers and chains such as IHG and Accor. As leaders in our field, we have a responsibility to make sure the services we offer are bang up to date with the booking trends we see."

Markus Keller, SVP Sales & Distribution from Accor added: "As a global industry player, Accor aims to pave the way towards positive hospitality. Through its sustainable programme, Planet 21, the Group has always been committed to reducing its impact and offering more sustainable

experiences to hotel guests. Representing one step further to raise awareness for a greener economy, we are glad to see Accor certified hotels joining The Green Hotels Programme which promotes the industry's efforts."

Karin Sheppard, Senior Vice President and Managing Director, Europe at IHG Hotels & Resorts commented: "Caring for our people, communities and planet is at the heart of our purpose to provide True Hospitality for Good, and we know that guests share our passion to protect the beauty and diversity of the world around us.

"We're proud that our IHG Green Engage environmental management programme has been recognised by Hotelbeds' Green Hotel Programme, making it simple for those looking to access sustainability information when deciding where to stay."

About Hotelbeds

Hotelbeds is the world's leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotel properties across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates and optimise RevPAR - whilst not competing with the hotelier's direct distribution strategy.

Hotelbeds does this by offering hoteliers access to a network of over 60,000 hard-to-access B2B travel buyers such as tour operators, retail travel agents, airline websites, and loyalty schemes in over 140 source markets worldwide. These channels provide hotel partners with returning guests that book further in advance, cancel less, spend more in-destination and stay longer.

In addition to accommodation, Hotelbeds is also the world's largest B2B seller of travel ancillaries, offering 25,000 transfer routes and 18,000 activities, as well as attractions, tickets and car hire. Operating under the 'Beyond the Bed' product line, it provides both hoteliers and travel distribution partners with an efficient platform and powerful tools to easily integrate and commercialise its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain.

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About Accor

[Accor](#) is a world leading hospitality group consisting of more than 5,100 properties and 10,000 food

and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more.

Accor also boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. Over 68 million members benefit from the company's comprehensive loyalty program [ALL - Accor Live Limitless](#) - a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 - Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information visit group.accor.com or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

About IHG® Hotels & Resorts

[IHG Hotels & Resorts](#) is a global hospitality company, with a purpose to provide True Hospitality for Good.

With a family of 16 hotel brands and [IHG Rewards](#), one of the world's largest hotel loyalty programmes, IHG has nearly 6,000 open hotels in more than 100 countries, and a further 1,800 due to open over the next five years.

- Luxury and Lifestyle: [Six Senses Hotels Resorts Spas](#), [Regent Hotels & Resorts](#), [InterContinental Hotels & Resorts](#), [Kimpton Hotels & Restaurants](#), [Hotel Indigo](#)
- Premium: [HUALUXE Hotels and Resorts](#), [Crowne Plaza Hotels & Resorts](#), [EVEN Hotels](#), [voco Hotels](#)
- Essentials: [Holiday Inn Hotels & Resorts](#), [Holiday Inn Express](#), [avid hotels](#)
- Suites: [Atwell Suites](#), [Staybridge Suites](#), [Holiday Inn Club Vacations](#), [Candlewood Suites](#)

InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. Approximately 350,000 people work across IHG's hotels and corporate offices globally.

Visit www.ihg.com for hotel information and reservations and www.ihgrewards.com for more on IHG Rewards Club. For our latest news, visit our [Newsroom](#) and follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#).

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