

## **Planting the seeds of sustainability: Hotelbeds forest exceeds target**

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**Palma, Spain 5 September 2023** – Demonstrating its unwavering commitment to sustainability, [Hotelbeds](#) has surpassed its target of planting more than 10,000 trees worldwide three months earlier than planned.

In doing so, the Hotelbeds Forest has effectively offset more than 2,500 tonnes of CO2 emissions through the 12,000 trees it has donated to Tree Nation since October 2022, cementing the company's position as a leader in environmental responsibility.

"Our Hotelbeds Forest represents an important step for us towards a stronger and healthier planet," said Nicolas Huss, Hotelbeds' CEO. "I'm proud of the enthusiasm and commitment shown by our global team to have reached this milestone ahead of schedule as we continue our carbon-neutral journey."

The initiative was created to reinforce the company's commitment to sustainability and its mission to make travel a force for good. Having initially planted a tree for every employee in countries where the company has a significant presence, it has been building its forest through staff donations and in honour of its clients and partners who attended its events, including MarketHubs. Employees have not only funded trees, but also donated their time to plant almost 1,800, boosting Hotelbeds' planting projects in Mallorca, Italy and Thailand.

Since its inception, Hotelbeds has partnered with Tree Nation, a renowned non-profit organisation, that provides real-time monitoring and tracking of each tree's progress. From emission compensation to detailed tree specifications and locations, the transparency provided by Tree Nation has ensured the environmental impact of Hotelbeds Forest is clear and measurable.

This initiative has not only strengthened the company's determination to fight climate change, but also fosters greater environmental awareness among its employees. Hotelbeds continues to be a sustainability leader in the travel industry encouraging active participation through its belief that collective efforts can drive positive change on a global scale.

For more information about Hotelbeds Forest and their commitment to sustainability, click [here](#).

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