



Certified Sustainability



Images provided by Concorde Hotels / Club Med



General Facts

- Green Globe is a voluntary certification
- California-based, privately owned Corporation
- 19 worldwide partnerships (Green Globe Preferred Partners)
- Green Globe founded in 1993, commercialized in 2006
- Hotels/Resorts, Attractions, Conference Centers, Cruise Ships, Spas, Businesses



Membership

Over 500 members

96 countries

London – Paris – Germany – Morocco -
Dead Sea – Madagascar – Palestine –
Dubai – Hyderabad - Maldives – China –
Bali - Seattle – Barbados – Yucatan –
Patagonia – Sao Paulo





Professional Services

Membership \$750 - \$5,000

Continuously updated standard

Public Relations

Investor Relations

Professional Auditing
& Consulting



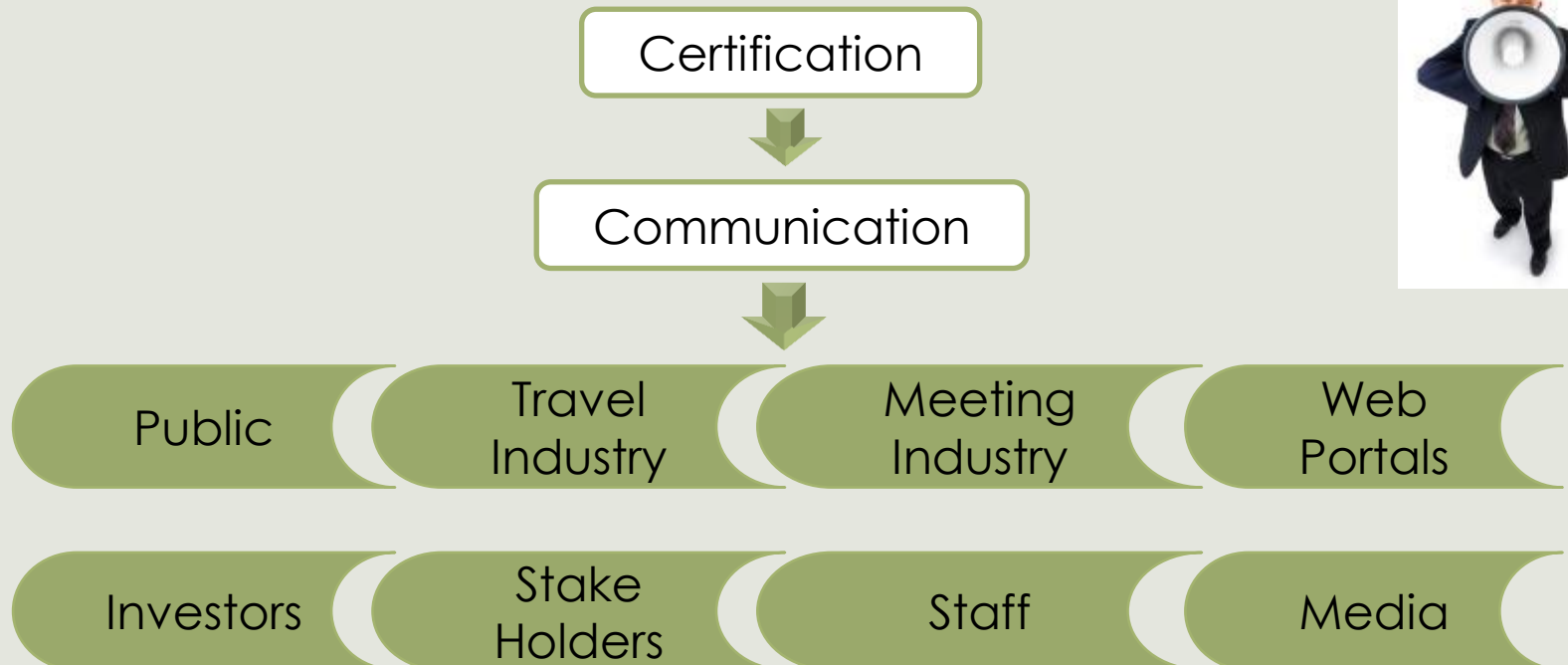


Sustainability in General

- Sustainability is first driven by revenue, second by consumer
- The difference between “green” and “sustainable” is now more apparent
- Enormous demand for third-party verified Sustainability to avoid “green washing” and for marketing reasons
- Public Relations as important as certification itself



Communication is key





Communication

Worldwide Press Releases

The Green Globe App (IOS & Android)

greenglobe.travel

greenglobemeetings.com

greenglobetv.com

Monthly updates to tour operators, web portals, meetings industry, investors, media, airlines



greenglobe.com



Success Stories

Members report ...

Operational Savings up to 11%

Employee Retention up by 40%

Property value increase by up to 4%

Clear marketing advantage over non-certified competition





Financial Success

GCB

Meetings made in Germany

German Convention Bureau

Members of all sectors of the tourism industry are certified, incl. Conference Centers, all IHG Hotels, all Moevenpick Hotels, German National Tourist Board, EVVC & more



All 72 Moevenpick Hotels are either certified, re-certified or currently being certified



All Club Med properties worldwide (76) are either certified, re-certified or currently being certified



Financial Success

Financial success comes through ...

Commitment by Management

Dedication from Staff

“Green Marketing”

Continuing Improvement





Awards / Recognition

Green Globe certified hotels won all 10 categories at Imvelo Responsible Tourism Awards, 3 years back-to-back

Hotelier of the Year Award

Hotel van Oranje / The Netherlands = Europe's most sustainable hotel

4 Green Globe certified Hotels are amongst Travelocity's top 10 hotels

Green Globe recognized in magazines / TV





Thank you!



Delivering Sustainability –
one Certification at a time

Image provided by Anantara Hotel Group

greenglobe.com