



GREEN KEY GLOBAL

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NEWS RELEASE

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For Immediate Release:

Green Key Global Partners with TravGanic – The Global Green Lodging Search Engine

November 24, 2016 - Ottawa, ON - Green Key Global is pleased to announce its partnership with TravGanic, one of the first exclusively green travel online databases in the world. The recent launch of TravGanic (www.travganic.com) will provide Green Key Global members a new opportunity to market their sustainable successes, while also continuing to empower the public in making environmentally friendly lodging choices.

Launched earlier this month, TravGanic's goal is to give certified sustainable travel options to consumers around the globe. The new site offers a curated selection of eco-friendly hotels, resorts and B&B's through its partnerships with various certification bodies, including the Green Key Global's Eco-Rating Program.

"We are proud to have the Green Key Global Eco-Rating Program featured on TravGanic" said Susie Grynol, Managing Director of Green Key Global/President of the Hotel Association of Canada. "This partnership will expand the reach of our members while providing travellers with the confidence they need when seeking credible green lodging options."

For more than 19 years, Green Key's Eco-Rating Program has been evaluating and certifying properties in North America and beyond on the extent of their sustainable initiatives. With a new GSTC recognized version launched September 2016, the graduated rating system is designed to recognize hotels, motels and resorts that are committed to improving their environmental and fiscal performance.

"Our partnership with GreenKey Global has allowed our company to add close to 1500 listings to our database." said Alice Ford, CEO-TravGanic. "Through our continued partnership, we hope to inspire our communities to search out, stay and explore green activities all around the world."



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[Green Key Global](#) is an international, GSTC Recognized environmental certification body whose suite of industry standard programs and resources has been designed specifically for the lodging and meetings industries. It's affordable programs, including the Green Key Eco-Rating and the Green Key Meetings Programs, help members leverage organizational CSR activities to support their property's sustainable initiatives, improve overall fiscal performance and community relations. With member properties in over 30 countries and a notable mix of branded and independent members Green Key Global truly is the lodging industry's certification program of choice.