

FOR IMMEDIATE RELEASE

Contacts:

If you are attending The Lodging Conference and would like to speak with HAC President and CEO Susie Grynol or AHLA President & CEO Chip Rogers, they will be available in the Pinnacle One room on, they will be available in the Pinnacle One room on September 19, 2023 from 2:00-2:30pm, or contact us:

HAC: Rebecca Bartlett-Jones, (905) 638-6757;

rebecca.bartlettjones@greenkeyglobal.com

AHLA: Pete Kasperowicz, (202) 289-3155; pkasperowicz@ahla.com

Hotel Association of Canada and American Hotel & Lodging Association announce expansion of Green Key Global sustainability certification program in Canada and the U.S. through joint venture partnership

Green Key Global is the best-in-class sustainability process and practice certification for the hotel and lodging industry, designed by hoteliers, for hoteliers.

OTTAWA (Sept. 19, 2023) – Today, the Hotel Association of Canada (HAC) and the American Hotel & Lodging Association (AHLA) have signed a Letter of Intent to form a joint venture company that will own and operate the Green Key Global certification program in Canada and the United States. The announcement, made at the Lodging Conference in Phoenix, represents a pivotal moment for environmental action in the hotel industry.



Green Key Global is a North American environmental certification body for the hotel and lodging industry. Green Key's certification criteria are recognized by the Global Sustainable Tourism Council (GSTC) and aligned with all 17 of the United Nation's Sustainable Development Goals (SDGs). Properties receive an eco-rating through a rigorous assessment and audit process that measures hotel performance in a number of key areas including energy and water conservation, land use, hazardous and solid waste management, air quality and more.

The program and resources offered by Green Key Global leverage an organization's sustainability initiatives across properties and brands to increase occupancy, provide cost savings, and reduce its carbon footprint – as well as align with corporate social responsibility (CSR) activities.

Pending all necessary approvals, HAC and AHLA will form a joint-venture company in early 2024 that will operate under the name Green Key Global to expand the success of the program in Canada into the U.S. hotel market. This will build upon AHLA's [Responsible Stay initiative](#), launched in December 2022, which aligned AHLA member companies' commitment around four key pillars of sustainability: energy efficiency, water conservation, waste reduction, and responsible sourcing.

HAC created the [Green Key Global initiative](#) in 1994 as a certifying body for hotels in Canada and abroad. The Green Key Eco-Rating Program has since achieved wide adoption across Canada, due to its ease of use and its tailored approach to improving the sustainability of hotel operations.

"Increasingly, business, group and leisure travelers want to know they're staying in a hotel that shares their commitment to protecting the environment, and AHLA is excited to enable and support its members' ability to meet guest expectations by bringing Green Key Global certifications to branded and independent hotels across the U.S. and Canada," said **AHLA President & CEO Chip Rogers**. "The Hotel Association of Canada is a pioneer in this field, and we are excited to partner with them to empower hoteliers and guests while making hospitality more sustainable."

"Through this partnership, Green Key Global will unite the hotel industry behind a North American standard of sustainability certification," said **Susie Grynol, President & CEO of the Hotel Association of Canada**. "Our best-in-class program will allow hotels to exceed the expectations of their eco-conscious travelers through a third-party validation of their sustainable practices. There is much to celebrate here."



About HAC

The Hotel Association of Canada is the leading voice of the Canadian Hotel & Lodging industry. For over 100 years, it has worked to enhance the prosperity of the industry through strong member engagement, effective advocacy, and the provision of value-added programs and services. The Hotel Association represents more than 8,200 hotels, motels and resorts that encompass the \$20.8 billion Canadian hotel industry which employs over 300,000 people across Canada. For more information, please visit <http://hotelassociation.ca/>

About AHLA

The American Hotel & Lodging Association (AHLA) is the largest hotel association in America, representing more than 30,000 members from all segments of the industry nationwide – including iconic global brands, 80% of all franchised hotels, and the 16 largest hotel companies in the U.S. Headquartered in Washington, D.C., AHLA focuses on strategic advocacy, communications support, and workforce development programs to move the industry forward. Learn more at www.ahla.com.

About Green Key Global

Green Key Global, established in 1994 by the Hotel Association of Canada, is the leading international environmental certification body 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 provide tools and resources to educate members on the value these activities have on a broader environmental, social, and economic level. For more information on Green Key Global: <http://www.greenkeyglobal.com/home>