

# HOTEL INDUSTRY BUILDS A SUSTAINABILITY FRAMEWORK



Several hotel chains with 25,000 hotels in total have launched an initiative to establish a common definition of hotel sustainability in order to boost responsible travel and tourism.

The Core Sustainability Framework, which has entered the development phase and will be launched in March 2022, will **provide a common starting point for hotel industry sustainability that is accessible to all the industry worldwide.**

This initiative, which reinforces and complements the "Road to Net Positive Hospitality" initiative, promoted by the Sustainable Hospitality Alliance, will consist of four clearly defined stages and practical tools that will guide the industry to have a regenerative impact on the planet.

Furthermore, the Core Sustainability Framework is aligned with key aspirations in this area, such as the UNWTO Glasgow Declaration and the SDGs.

According to the EMEA's CEO of Barceló Hotel Group, Raúl González, this alliance is "a great opportunity to support and promote the shift towards sustainable tourism".

Likewise, the CEO of NH Hotel Group, Ramón Aragonés, said that "the sector has been a driving force for economic growth, social development and the union of cultures, and now, together, we will also be the driving force towards a more sustainable future".

On the other hand, the CEO of Radisson Hotel Group, Federico J. Gonzalez, said that the initiative will allow the entire hotel industry to move towards the ultimate goal of Net Zero and, at the same time, respond to the demands of its customers, who "**demand sustainable travel options that are easy to understand**".

Among companies currently taking part in the initiative are hotel groups such as Accor, Barceló Hotel Group, Huazhu, including its subsidiary Deutsche Hospitality; Indian Hotels Company Limited; Jin Jiang International (Holdings) Co., Ltd., including its subsidiaries Jin Jiang Hotels, Louvre Hotels Group and Radisson Hotel Group; Meliá Hotels International and Minor Hotels, including NH Hotel Group.

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