



You and The Environment Are Winners With Green Key Global

The marketing value from a powerful sustainability story has never been as evident as it is in the year 2020.

World leaders are grappling to find solutions to address the climate crisis and we have a solution that can have a meaningful impact.

Our communities, guests, and clients have made their voices heard: the future of our planet matters, and so too do our actions to protect it.

Green Key Global will help you can make changes as needed, both small and large, to help close the gap on the climate crisis, while increasing profitability and driving new business to your property.

Together, we will showcase our sustainable efforts to the world and help save our planet for future generations.

Contact us to learn more about Green Key Global and to learn how we can bolster your sustainable efforts.

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INCREASE OCCUPANCY

68%

of tourists prefer to book an eco-friendly accommodation
*Booking.com



SAVE MONEY

Save
\$4,599
per year

by replacing incandescent fixtures with smaller wattage fluorescents.



REDUCE YOUR CARBON FOOTPRINT

reduce global emissions by
879,914
metric tons annually

by turning off the "instant-on" feature on guest television sets

Program Benefits

WHAT YOU RECEIVE AS A MEMBER OF GREEN KEY GLOBAL

Certification Your Guests Can Trust

- ✓ A comprehensive analysis measuring your facilities environmental performance which measures nine areas of sustainability
- ✓ A trusted third-party sustainability program around the world
- ✓ Awarded an Eco-Rating from 1 to 5 Keys (5 Keys being the highest attainable)
- ✓ Recognized by the Global Sustainable Tourism Council (GSTC)
- ✓ The only green program recognized by The American Hotel & Lodging Association and the Hotel Association Canada
- ✓ Leverage your existing corporate social responsibility activities

Market Your Sustainable Efforts

- ✓ Access customized digital collateral and showcase your Green Key Global Eco-Rating
- ✓ Showcase a Green Key Global Certificate
- ✓ Display a Green Key Global banner in your email signature
- ✓ 5 Key Members are eligible for further marketing opportunities

Global Recognition

- ✓ Receive recognition as an industry leader in sustainability, corporate and social responsibility
- ✓ Nominate your property to receive an Award of Excellence
- ✓ Opportunity to be featured in a case study or success story
- ✓ 5 Key Members are eligible for exclusive awards

Concierge Service

- ✓ Access to industry expertise
- ✓ Receive one-on-one guidance with direct access to Green Key Global's Concierge Service
- ✓ Access tools and templates designed to help you improve your Eco-Rating *(New in 2020 Carbon Calculator & ROI Tools)*

Harness Consumer Trust

- ✓ Utilize the power of the Green Key Global brand throughout your hotel, online and in your marketing to help increase bookings. *Choose from more than five Green Key Global logo options*

Drive Green Business

- ✓ Attract environmentally conscious consumers and meeting planners and leave an impact on your bottom line
- ✓ Corporate companies are now asking for third-party sustainability certification in their event RFP's and accommodation requests

Improve Fiscal Performance

- ✓ Implement meaningful changes as needed, both large and small, to save money

Benefit the Environment

- ✓ Directly impact seven categories underscored by the United Nations Sustainable Development Goals
- ✓ Contribute to lowering global CO2 emissions by 2030
- ✓ Receive personalized recommendations on how to decrease utility consumption, waste and emissions

Green Vendors

- ✓ Access to directory of green suppliers that can assist with your sustainable efforts and further demonstrate ROI

Thought Leadership

- ✓ Be the first to hear about sustainable and green initiatives from Green Key Global thought leaders