



HAI supports WTTC's 'Hotel Sustainability Basics' - an Industry driven initiative to promote Responsible Tourism

New Delhi, April 29, 2022: Hotel Association of India (HAI) , an integrated platform of the Indian hospitality has endorsed the industry driven, global initiative 'Hotel Sustainability Basics' of World Travel & Tourism Council (WTTC) to promote responsible tourism.

The initiative was launched on the 21st of April at WTTC's Global Summit held in Manila, Philippines. The "Hotel Sustainability Basics" program recognises a set of criteria that all hotels should implement to drive responsible Travel & Tourism.

At the launch, HAI was represented by Mr. Gaurav Pokhariyal, Senior Vice President & Global Head – Human Resources, IHCL.

Hotel Sustainability Basics provides the global hospitality sector with a baseline of positive actions to be taken to ensure they meet the minimum sustainability requirements. Developed by the industry for the industry, it highlights 12 actions which are fundamental to hotel sustainability and will help raise the base level of sustainability across the entire hospitality industry by providing every hotel a starting point on their sustainability journey.

The initiative has also gained support from major global groups such as Jin Jiang International (Holdings) Co., Ltd. including their affiliates Jin Jiang Hotels, Louvre Hotels Group and Radisson Hotel Group, Accor, Barceló Hotel Group, Meliá Hotels International, Indian Hotels Company Limited (IHCL). The Caribbean Hotel and Tourism Association (CHTA) is another Industry Body that has come forward in the program's support .

The message issued for the launch", MP Bezbaruah, Secretary General HAI, said, "A deep sense of concern for the planet and the community has been at the very core of business for the Association's founder members who believe in sustainable and responsible growth. It was only natural therefore for HAI to align with WTTC's initiative of Global Hotel Sustainability Basics and endorse it wholeheartedly at the first available opportunity. The initiative marks a responsible return to business post the pandemic.

HAI is happy to be a part of this global Industry movement. The Association looks forward to promoting the initiative and will encourage all its member hotels to become subscribers thereof, he added.

About HAI

Established in 1996, the Hotel Association of India (HAI) is the apex organization of the Indian hospitality industry. With its membership extending from the major hotel groups, boutique hotels, heritage hotels, large, medium sized and smaller hotels, it represents the entire spectrum of the industry. Its Executive Committee is a potent combination of the



commitment of hotel owners on one hand and the hard-core professionalism of hotel managers on the other.