

## **Kerten Hospitality joins global network of leading hospitality companies driving industry sustainability**

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Purpose-led lifestyle hospitality operating group, Kerten Hospitality, becomes the latest company to join the Sustainable Hospitality Alliance to drive forward actions to enable the sector to have a lasting positive impact on the planet and its people. The Alliance, which comprises 15 of the world's leading hospitality companies including hospitality operating groups such as Accor, Hilton and IHG, represents over 30% of the global industry who together use their collective power to deliver impact locally and on a global scale.

Collaboration and partnerships play a central role in driving meaningful impact for both organisations. Kerten Hospitality fosters impactful collaborations that have a purpose and are tangible in their actions. The Alliance partners with recognised international bodies, philanthropic organisations and governments to work together with the hospitality industry on shared social and environmental challenges including climate action, responsible resourcing, human rights and inclusive employment.

Kerten Hospitality supports the industry's vision of a net zero carbon footprint. The Sustainable Hospitality Alliance recently became a signatory of the Glasgow Declaration on Climate Action in Tourism, encouraging the acceleration of climate action by securing commitments to reduce emissions in tourism by at least 50% over the next decade and achieve net zero as soon as possible before 2050. The organisation also announced their Pathway to Net Positive Hospitality for the Planet to guide the whole industry on their sustainability journeys.

In support of the Alliance's social aims, Kerten Hospitality plays a key role in the development of communities and destinations in several countries across the world. The company manages lifestyle destinations and projects with a focus on locality, empowerment, diversity, inclusive communities, local training, use and support of local resources and businesses, and works closely with industry specialists to create sustainable long-lasting and long-term assets. The company also places a strong focus on supporting the growth of future hospitality leaders through mentoring, internships and upskilling programmes.

Patrick O'Meara, CEO of the Sustainable Hospitality Alliance, said: "With 61% of global travellers stating the pandemic has made them want to travel more sustainably in the future,<sup>1</sup> this is a vital opportunity for an industry very badly hit by the pandemic to increase its action on environmental and social issues. Kerten Hospitality has corporate responsibility built into the core of their business and we welcome the experience that they will bring to our engaged membership."

Marloes Knippenberg, CEO of Kerten Hospitality, said: "As an industry we recognise the sense of urgency and our responsibility to leave the world a better place. We can do a lot more together to reimagine the industry and live the ESG commitments we make. Only allied, through innovation and with the engagement of the younger brains, the industry has the potential to contribute towards transforming societies and safeguarding our natural world. We're glad to be part of this partnership for impact with leading hospitality companies who are all committed towards accelerating change and driving sustainability across the wider hospitality community."

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<sup>1</sup> Booking.com (2021), [Sustainable Travel Report](#)

The Sustainable Hospitality Alliance and Kerten Hospitality have previously joined together for the Sustainable Hospitality Challenge – an annual innovation event organised by Hotel School The Hague in collaboration with Bench Events designed to shape the future of sustainable hospitality through the next generation of hospitality leaders.

Find out more about the Sustainable Hospitality Alliance and use their free industry tools and resources via their website: [www.sustainablehospitalityalliance.org](http://www.sustainablehospitalityalliance.org).

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#### About Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together senior executives from engaged hospitality companies and uses the collective power of the industry to deliver impact locally and on a global scale. They work with leading hospitality companies, the industry value chain and strategic partners to address key challenges affecting our planet and its people, and develop free practical resources and programmes to enable the wider industry to operate responsibly and grow sustainably.

Aligned with the United Nations Sustainable Development Goals (SDGs), they commit to drive continued action on human rights, equity and employability, climate action, water stewardship and responsible resourcing.

Their members make up 30% of the global hotel industry by rooms and include 15 world-leading hotel companies with a combined reach of over 35,000 properties and 5.5 million rooms.

#### About Kerten Hospitality

[Kerten Hospitality](#) (KH) is a **mixed-use sustainable and responsible lifestyle operator** managing and operating hotels, branded residences, serviced apartments, workspaces and business hubs and clubs under its 100% owned and developed brands. KH **transforms destinations** through impactful collaborations both with their own and other branded Food & Beverage, Retail, Entertainment, Art and Wellness brands with a focus on building Ecosystems, and unique community-centric destinations.

A division of Kerten, an Ireland-headquartered investment vehicle, the award-winning Group manages a portfolio of 11 owned brands including: **Cloud7 Hotel and Residence, The House Hotel and Residence, Ouspac** – a collaborative Social Hub and serviced offices concept. KH has a suite of in-house designed and run Food & Beverage offerings. All brands have an edge, a

story and a meaning. The current pipeline includes 35+ projects across 3 continents and over 12 countries.

ESG-focused ethos across its operations and pipeline of developments. Sustainability, women in hospitality, and supporting the new entrepreneurial generation are few of the ESG activities KH has embarked on to make a difference in the industry. Certified by the UN-backed PRI Principles for Responsible Investment - the world's leading proponent of responsible investment.