

TRAVEL AND HOSPITALITY

Fairmont expands sustainability goals, packages for Earth Week

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Fairmont is adding to its sustainability goals for Earth Month. Image credit: Fairmont Mayakoba

By LUXURY DAILY NEWS SERVICE

Hospitality group Fairmont Hotels & Resorts is celebrating the 30th anniversary of its sustainability strategy by setting more ambitious environmental goals.

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As part of the [Planet21 program](#) by parent organization Accor, Fairmont will eliminate single-use plastics across all hotels by the end of 2022 and plans to reach net zero carbon emissions by 2050. In 1991, Fairmont's predecessor Canadian Pacific Hotels launched the Green Partnership Program, a comprehensive guide to help other hoteliers introduce more environmentally-friendly operations.

"Thirty years ago, our forward-thinking team literally wrote the book on environmental sustainability in the hospitality industry with the very first edition of our famed Green Partnership Guides," said Sharon Cohen, vice president of the [Fairmont](#) brand at Accor, in a statement. "Today, as part of Accor, we are working on new ways to push the envelope even further in our efforts to combine leading operational efficiencies aimed at reducing overall impact on the planet, with innovative programs promoting responsible tourism.

"At Fairmont, we feel both a responsibility and a fervent ambition to keep the most beautiful destinations of the earth healthy, strong and thriving for future generations to enjoy," she said.

Commitment to sustainability

Environmental awareness is becoming more important to travelers.

According to research from Fairmont and Accor, four out of five travelers view environmentally-sustainable practices and locally sourced kitchen ingredients as important. Additionally, 84 percent of travelers think it is important that hotels recommend experiences that are not harmful to the local community.

In years past, Fairmont's environmental strategies have focused on water conservation, reducing waste generation and carbon emissions, cutting back on single-use plastics, eco-friendly construction and local outreach.



Fairmont has been an environmental leader in the hospitality space. Image credit: Fairmont

For instance, several Fairmont hotels have installed water filtration systems to eliminate plastic water bottle use and minimize the impact on marine life. Through the Bee Sustainable program, select Fairmont properties have created "bee hotels" to help conserve their habits and educate consumers about the importance of these pollinators ([see story](#)).

Now Accor's Planet21 program plans to eliminate any single-use plastics remaining in front-of-house spaces, such as guest rooms, meeting areas and restaurants by 2022.

Under the plan, the group is expected to achieve net-zero carbon by 2050. In 2015, Fairmont announced it had reduced operational carbon emissions by 20 percent below 2006 levels, as part of a pledge with the World Wildlife Fund ([see story](#)).

"Our guests recognize that changes need to be made if the qualities that attract them to an extraordinary destination are going to last and they rely on us to drive that change," Ms. Cohen said. "At Fairmont, each one of our hotels and resorts is intertwined with its community, continuously evolving how we do business, and engaging our employees, customers, partners and community members to create stronger, more sustainable futures for our local environments and economies."

This month, [Fairmont Mayakoba](#) in Mexico is joining other Accor properties in marking Earth Day, celebrated on April 22, by offering special packages and activities.

Each guest booking a reservation at Fairmont Mayakoba from Earth Day through April 30 for stays through May 31, 2021, will be encouraged to make a \$20 donation to the nonprofit Oceanus A.C.



At Fairmont Mayakoba, guests can join a snorkel tour as part of the coral reef restoration program in partnership with Oceanus A.C. Image credit: Fairmont Mayakoba

In honor of their donation, guests will receive the coordinates for coral planted in their honor after their stay. Visitors will also be able to join snorkel tours for a firsthand look at the efforts by the coral restoration program.

"We are proud to extend our partnership with Oceanus A.C. to our guests this Earth Day," said Robert Jan-Woltering, general manager at Fairmont Mayakoba, in a statement. "This year more than ever we recognize the importance of supporting our local community in sustainability efforts that impact us all."

"We've made it easy for guests to learn more about the important work being done here in Riviera Maya and, if they choose, take action with a monetary donation with just the click of a button," he said.

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