

TRAVEL AND HOSPITALITY

Oetker Collection joins London's Sustainable Hospitality Alliance

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Masterpiece Hotel Eden Rock in St. Barths aided local authorities in replenishing a nearby lagoon. Image credit: Oetker Collection

By LUXURY DAILY NEWS SERVICE

German-owned hospitality chain Oetker Collection is taking taken steps to protect and promote the communities and environs surrounding its hotel Hotel locations.

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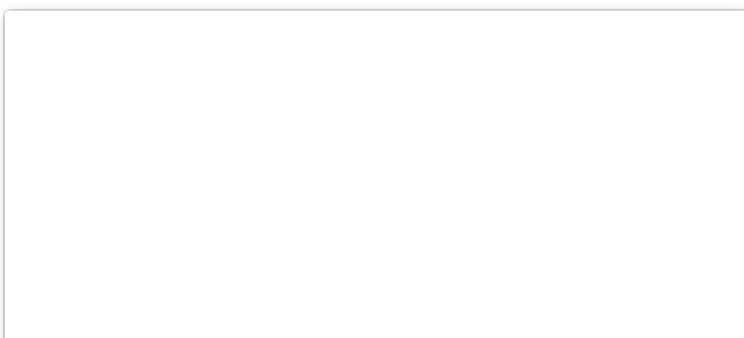
By joining the London-based Sustainable Hospitality Alliance, the brand is furthering its commitment to practicing responsible hospitality. The Oetker Collection boasts 12 Masterpiece Hotels throughout Europe and the Americas, in addition to 150 private residences throughout the world.

Acting locally

This new initiative will see the Oetker collection favoring local venues and manufacturers, bolstering community projects and setting eco-standards in place for its operations.

To be effective, each course of action will be catered to the needs of the individual hotel's specific location, including Palcio Tangar in So Paulo, Brazil and Hotel La Palma in Capri, Italy as well as the Vineta Hotel in Palm Beach, FL.

Current efforts include the Jumby Bay Island hotel in Antigua's support in protecting the nearby colony of Hawksbill sea turtles, whose population and nesting efforts are under the care of the U.S. National Oceanic and Atmospheric Administration.



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A post shared by Jumby Bay Island (@jumbybayresort)

On the French Caribbean island of St. Barths, the Eden Rock Hotel recently helped local authorities replenish a water lagoon from its previously depleted state.

Boasting a network of 50,000 participating properties, or 25 percent of the global hotel industry, the Sustainable Hospitality Alliance implements a series of resources and programs to enable hospitality locations to operate in a manner that is sustainable and responsible.

With this latest initiative, Oetker bolsters an industry-wide effort, meeting the demands of travelers who are increasingly focused on sustainability.

Last month, the World Travel and Tourism Council and The Trip.com Group released a joint report which found that sustainability was high, if not chief, among the criteria for travelers in 2022.

From modes of transport, to accommodations and activities, all travel choices were all influenced by the desire to leave as little impact on the environment as possible when enjoying adventures.

Of those surveyed, 60 percent had practiced sustainable travel habits in recent years, while 75 percent reported that they planned to do so at the next opportunity ([see story](#)).

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