

TRAVEL AND HOSPITALITY

IHG forges reforestation partnership with Mastercard

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This month, a portion of all IHG purchases totaling \$50 or more made on a Mastercard will be donated to Conservation International. Image credit: IHG

By LUXURY DAILY NEWS SERVICE

Hospitality group InterContinental Hotels Group (IHG) is giving guests the chance to do good with their dollars this month.

Through a new partnership with Mastercard's Priceless Planet Coalition, the company is supporting the work of nonprofit environmental organization Conservation International. During October, Mastercard purchases totaling \$50 or more at select IHG properties in the United States will trigger a \$2 donation to the nonprofit, in turn covering the cost of growing one tree.

"IHG's participation in this initiative aligns with our 10-year responsible business plan, Journey to Tomorrow, which includes a set of ambitious sustainability commitments to drive change for people, communities, and the planet," said Catherine Dolton, chief sustainability officer at [IHG Hotels & Resorts](#), in a statement.

"We are proud to partner with the Priceless Planet Coalition on these reforestation efforts and we're looking forward to seeing the impact we collectively make around the world."

Getting the green

The Priceless Planet Coalition is guided by the World Resources Institute and Conservation International, tying together the goals of member businesses and environmental groups.

Last year saw the loss of more than 10 million acres of tropical primary rainforests, according to the World Resources Institute.

The degradation carries ripple effects, affecting the planet's carbon storage capabilities, biodiversity count and other critical ecosystem services.

In response, Mastercard has committed to restoring 100 million trees across six continents via 18 specific reforestation projects that take a targeted approach. With IHG's participation, consumers can join in on the effort.



Each time U.S. guests spend at least \$50 during their October stays, IHG will send funds to those in the field. Image credit: IHG

This continuation of the ongoing partnership between IHG and Mastercard is expected to help restore 1.5 million trees internationally, including those in Brazil, Madagascar and the United States, specifically in Appalachia.

The campaign is valid for spending on personal or corporate Mastercards and applies at all IHG locations excluding IHG Army Hotels and Iberostar Hotels & Resorts.

"Mastercard created the Priceless Planet Coalition to galvanize collective action for climate, biodiversity and communities by connecting companies and their consumers with high-quality forest restoration projects across the globe," said Ellen Jackowski, chief sustainability officer at Mastercard, in a statement.

"We're excited about IHG Hotels & Resorts' partnership with the Coalition to support projects that help people and the planet thrive."

Similar solutions from the hospitality player's peers such as luxury hospitality group Four Seasons, which has been making waves in the Maldives with its support for coral restoration work ([see story](#)), demonstrate that the prioritization of ESG initiatives is an industry-wide phenomenon.

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