

SUSTAINABILITY

In New Zealand, Accor aims higher on ESG

February 16, 2024



Qualmark, the company's new partner, has thirty years of experience as a beacon of sustainability in New Zealand. Image credit: Accor

By LUXURY DAILY NEWS SERVICE

French hotel giant Accor is leveling up its environmental efforts.

The hospitality company is seeking Gold Standard Sustainable Tourism Business certifications from a new strategic partner. Working with Qualmark New Zealand, an official quality assurance organization run by the country's tourism board, the move will help Accor hit its target of having its entire global network of hotels, apartments and resorts "eco-certified" by 2026.

"We are delighted to partner with Qualmark as a leading voice and authority for sustainability in the New Zealand market," said Adrian Williams, chief operating officer of PM&E at **Accor Pacific**, in a statement.

"Our hotels are already accredited with Qualmark and we are now taking actions for them to reach gold accreditation - the highest possible standard under the new GSTC-aligned standards," Mr. Williams said. "Sustainability is fundamental in our business, and we are proud to contribute to shaping the future of tourism in New Zealand by investing in our sustainability actions and activities.

"Our next phase of growth is built on our powerful sense of environmental, social and economic responsibility."

Local change

Accor is doing its part to ensure the health of local ecosystems.

Qualmark's process was the first in New Zealand to gain recognition from the Global Sustainable Tourism Council.

Five key pillars, including health and safety, people, community and culture, environment and business systems, are a part of the governing body's certification criteria.



The hotel giant is looking to gain sustainability certifications across its global collection of properties. Image credit: Accor

While the partnership is regional, Accor states that it is committed to obtaining external sustainable certifications for its 5,500-and-counting [\(see story\)](#) hotels across the globe.

"We're excited to partner with an industry-leading hotel operator like Accor," said Steven Dixon, general manager of Qualmark New Zealand, in a statement.

"Compared to 10 years ago, travelers are now three times more likely to choose a business that has been sustainably accredited," Mr Dixon said. "Our vision is to see all New Zealand tourism businesses join Qualmark, to make it easier for our manuhiri (visitors) to make sustainable choices."

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.