

TRAVEL AND HOSPITALITY

IHG debuts industry-first Low Carbon Pioneers program

July 23, 2024



So far, the high-end stays involved are Kimpton BEM Budapest in Hungary and Iberostar Waves Cristina in Spain. Image credit: IHG

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

Hospitality group IHG Hotels & Resorts is championing green tourism.

In an industry first, the company has launched the Low Carbon Pioneers program, which includes energy-efficient hotels from its portfolio that do not combust fossil fuels on site and use renewable sources instead. IHG aims to study the properties' practices and roll out widespread adoption as part of the new initiative.

"We are excited to launch our Low Carbon Pioneers program as another innovative way in which we're meeting evolving guest expectations, helping our hotel owners future-proof their businesses and reducing carbon across our estate," said Elie Maalouf, CEO of **IHG Hotels & Resorts**, in a statement.

"This is an important next step in IHG's sustainability journey but it remains one of many we must continue to take," Mr. Maalouf said. "Accelerating change at scale for both IHG and the wider industry also requires broader support from governments ranging from greater access to renewable energy and incentives for owners to a reduction in the cost of technology that speeds up the industry's transition to a greener, more resilient future.

"IHG is committed to working with industry bodies and governments to help achieve this, alongside encouraging more owners to adopt carbon reduction practices and become low carbon pioneers."

Stay green

The group of hotels with low operational carbon usage are helping IHG test, learn and distribute information on what works best for sustainable hospitality.

So far, the high-end stays involved are Kimpton BEM Budapest in Hungary and Iberostar Waves Cristina in Spain. These Low Carbon Pioneer members tout green solutions such as high-efficiency heat pumps and electric kitchens.

The Global Sustainable Tourism Council has given the locations certifications such as LEED, BREEAM and EDGE on their environmentally friendly buildings.

As part of the new program, these sites are using IHG's environmental platform, Green Engage, to track and assess their energy data.

Other hotels will join the Low Carbon Pioneers program when it is possible to use entirely renewable energy in all regions. The company is currently compiling a “low-carbon ready” selection of properties to prepare for this transition.

The move could help IHG future-proof its business as travelers increasingly seek out accommodations that align with their values ([see story](#)).

Whether to appease visitors or ensure that their footprint keeps evolving legislation in mind, peers in luxury hospitality are likewise centering sustainability in their latest efforts. Just this month, Marriott International-owned hotel and resort chain The Ritz-Carlton appointed an advocate to work in the Maldives ([see story](#)) and LVMH-owned hospitality group Belmond partnered with environmental organization Parley for the Oceans ([see story](#)).

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

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