

## **NH HOTELES BECOMES THE FIRST SPANISH HOTEL COMPANY TO BE A MEMBER OF THE INTERNATIONAL TOURISM PARTNERSHIP**

- **The International Tourism Partnership is a global platform for leading businesses in the travel and tourism industry to share best practice and demonstrate leadership in sustainable development.**
- **Leading international hotel chains, such as Hilton, Hyatt, Marriott, Four Seasons and Starwood, are taking part in this initiative.**
- **This partnership, originally founded by HRH The Prince of Wales, also involves governments and foundations such as the WWF, World Heritage Alliance and Conservation International.**

**Madrid, July 29<sup>th</sup> 2009.**- NH Hotels underlines its commitment to the sustainable development agenda, by becoming the first Spanish hotel chain to join the **International Tourism Partnership**, a global programme of the International Business Leaders Forum. The programme brings together leaders in the travel and tourism industry, as well as governments and institutions, to provide leadership, best practice and practical solutions to the challenges of sustainable development. By the express invitation of International Tourism Partnership, NH Hotels is delighted to join this organisation, which was founded by HRH The Prince of Wales in 1992.

As the only Spanish member, NH Hotels will enable the International Tourism Partnership to extend its reach into the rapidly-growing Spanish-speaking tourism market, as well as helping to further influence the social and environmental impacts of the world's biggest industry sector.

This partnership builds naturally on NH Hotels' already credible record for their work in the sustainable development field. In joining the International Tourism Partnership, the company will be able to share its know-how in sustainable practices and solutions with the other members of this partnership. It will also receive advice and support for its ambitious Environmental Strategic Plan 2008-2012 and its Corporate Responsibility policies, as well as access to a range of products, tools and programmes designed specifically for the sector.

Gabriele Burgio, Chairman & CEO said, "The sustainability of all aspects of our operation is a fundamental part of our business strategy, and as a company we are 100% committed to continual improvement in our environmental and social impact. Building on the recent launch of our innovative "Sustainability Club" of suppliers, our new membership of the International Tourism Partnership

provides the perfect opportunity to collaborate with other leaders in this sector to develop new, practical solutions and to share best practice, as well as helping to influence the next stage of the partnership's development."

The International Tourism Partnership, headed by Stephen Farrant, works with leaders in the travel and tourism fields to help demonstrate that environmental and social responsibility makes good business sense.

The International Tourism Partnership is a global programme of the International Business Leader Forum (IBLF), an independent non-governmental organisation, founded by HRH The Prince of Wales, where currently 100 of the best firms and corporations from around the world participate. IBLF is committed to putting business at the heart of sustainable development by increasing the understanding of how business can contribute to the development agenda. Since its founding in 1990, the IBLF has developed projects in over 90 countries.

The partnership, which now has 17 years' experience behind it, and the prestige of such member companies as Intercontinental, Fairmont, Six Senses, Scandic and American Express, is working with its members towards boosting eco-design, innovation, energy conservation, conserving diversity, and raising awareness and training among their employees on the key areas for developing sustainable tourism.

Additionally, the International Tourism Partnership extends the collective reach and expertise of its members by forging unique partnerships between the private sector, government, academia and non-governmental organizations, such as WWF, World Heritage Alliance, GTZ and Conservation International.

Stephen Farrant, the International Tourism Partnership's Director said "I am delighted that NH Hotels have agreed to become the latest company to join the International Tourism Partnership. NH Hotels already show an impressive degree of commitment to Corporate Social Responsibility, and by joining the ITP they will now be able to take part in collaborative action with other industry leaders to address the pressing issues of sustainable development that face society around the world. We very much look forward to working with them."

### **ITP initiatives**

Moreover, the members of this global partnership create a series of best practice publications related to sustainable development and corporate responsibility that detail the most innovative and replicable initiatives from across the sector. These publications include *Going Green*, *Green Hotelier*, *Environmental Management for Hotels*, and *Sustainable Hotel Siting, Design and Construction*.

The International Tourism Partnership has also developed an online tool to self-evaluate the environmental commitment of the member hotel chains. This tool, known as SPOT (Sustainable Performance Operation Tool), will allow advanced

management of the sustainable practices of companies that are platform members.

Lastly, the International Tourism Partnership runs the Youth Career Initiative, a global training programme for young people from disadvantaged backgrounds. This programme provides practical training and mentoring in basic life skills and business disciplines, so as to radically enhance their prospects for employment and their overall quality of life.

### **ABOUT NH HOTELES**

NH Hotels ([www.nh-hotels.com](http://www.nh-hotels.com)) is the third largest business hotel chain in Europe. NH Hotels has 347 hotels with 52,676 rooms in 22 countries in Europe, America and Africa. NH Hotels now has 54 projects for new hotels under construction, which will provide more than 8,000 further rooms.

A feature of NH Hotels is the desire of our employees to give service and seek the satisfaction of our guests through the quality of our services and constant innovation. The establishments of NH Hotels offer state-of-the-art technologies to help customers in communications, work and entertainment.

The restaurant facilities are another of the priorities of the hotels in the chain, which offers its customers top-quality food. Furthermore, NH Hoteles and famous restaurateurs such as Ferrán Adrià and Paco Roncero have created pioneering spaces, such as "nhube", "Fast Good" and "Estado Puro" in the hotel sector that combine restaurants, leisure and innovation for the hotel chain's guests.

As a **responsible company that is a reference point in the tourism industry, NH Hotels** offers hotel services that anticipate the needs of all our stakeholders: Employees, Customers, Suppliers, Shareholders, Society and the Environment, taking the greatest care over detail and providing efficient, sustainable solutions.

NH Hotels is listed on the Madrid Stock Exchange.

#### **FOR FURTHER INFORMATION**

Communication Department of NH  
 Hoteles  
 Tel: +34914519762  
 Tel: +34 91451 97 18 (switchboard)  
**Email: [comunicacion@nh-hotels.com](mailto:comunicacion@nh-hotels.com)**

#### **BOOKING CENTRE**

Tel: 902 115 116 (From Spain)  
 Tel: +800 0115 0116 (From AUS, BE,  
 FRA, GER, IRL, HOL, ITA, PT, SW, RU)  
 Tel: +34 91 398 44 00 (From other  
 countries)  
**Web: <http://www.nh-hotels.com>**