



Press Release

Source: Green Globe Certification

Mövenpick Hotels & Resorts Signs Green Globe Certification Partnership

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Los Angeles, Calif.-- Green Globe Certification

Mövenpick Hotels & Resorts today announced a new partnership for sustainability with Green Globe Certification.

Mövenpick Hotels & Resorts President & CEO, Mr Jean Gabriel Pérès said 'Now more than ever we believe it is time to not only increase awareness with regards to sustainability in Mövenpick Hotels & Resorts and share best practice, but also more effectively measure our progress towards a sustainable future.

'We have done this in part by setting clear and measurable objectives, but after significant research and dialogue with experts in the sustainability field we believe that now is the right time to take a more measured approach. With these points in mind we are pleased to announce our commitment to company-wide Green Globe certification for all our hotels.'

The new partnership will allow all Mövenpick Hotels & Resorts access to Green Globe's renowned certification via a company-wide program which includes access to the internationally accepted Green Globe Standard, use of a customized on line certification system, as well as specialized communications and public relations.

GreenGlobe Certification CEO, Mr Guido Bauer said, 'This partnership is a true endorsement by one of the best hotel and resort companies in the world. Mövenpick has properties throughout the world and requires a sustainability certification program that is of the highest international standard, and also responsive to the local needs of a variety of destinations.

'This partnership also demonstrates that Green Globe is one of the most recognized sustainability brands in the world today, and reassures both leisure and business travelers that Mövenpick is active in the constant improvement of its environmental and social responsibilities.'

Mr Jean Gabriel Pérès concluded, 'The certification process does represent a certain level of investment for the first years, but the return on investment is definitely positive and we believe that in reality if we do not implement a more measured approach to sustainability, it will be more costly in the long term. This is without doubt the most ambitious sustainability initiative that we have undertaken. Beyond measurement and indeed Green Globe certification, the philosophy of sustainability must become part of Mövenpick Hotels & Resorts' day to day operational life - and it is our people that will bring it to life.'



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About Green Globe Certification

Green Globe Certification is the worldwide sustainability system based on internationally accepted criteria for sustainable operation and management of travel and tourism businesses. Operating under a worldwide license, Green Globe Certification is based in California, USA and is represented in over 83 countries. Green Globe is the only certification brand to be an affiliate member of the United Nations World Tourism Organization (UNWTO), is partly owned by the World Travel and Tourism Council (WTTC) and a member of the Caribbean Alliance for Sustainable Tourism (CAST) governing council. For information visit www.greenglobe.com

About Mövenpick Hotels & Resorts

Mövenpick Hotels & Resorts, an upscale hotel management company with over 12,000 employees, is represented through over 90 hotels existing or under construction in 27 countries with a concentration on its core markets in Europe, Africa, the Middle East and Asia. The international hotel group with roots in Switzerland is expanding and has a stated objective of increasing its hotel portfolio (existing and under construction) to 100 by the year end 2010. With two hotel types, business and conference hotels, as well as holiday resorts, Mövenpick Hotels & Resorts has clearly positioned itself in the upscale segment and stands for quality, reliability and care with a personal touch. The hotel group is owned by Mövenpick Holding (66.7%) and the Kingdom Group (33.3%).

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