

# Supporting a More Sustainable Groups and Meetings Experience

**T**he traditional concept of hosting meetings and events has been redefined. Sustainable meetings mean embracing eco-conscious practices, social responsibility and a commitment to reducing environmental impact.

Sustainability continues to be a priority as travelers become more mindful of traveling responsibly. IHG® Hotels & Resorts is committed to making meetings not only memorable but also sustainable. From eco-friendly venues and locally sourced catering to energy-efficient technologies and waste reduction programs, IHG ensures that meetings have a positive impact on the environment, community and planet.

A global study commissioned by IHG revealed that 82% of consumers say it is important to choose a hotel brand that operates responsibly. As this appetite grows, customers and travel partners are increasingly interested in how suppliers can support the sustainability goals their

organizations have set, and how they can provide information to support them in their decision-making processes. With 6,000+ hotels in over 100 countries, IHG has a meeting and event venue that is tailor-fit for customers' sustainability objectives.

Building on the momentum of progress made, last year IHG launched a 10-year responsible business plan, Journey to Tomorrow—a series of ambitious commitments

to make a positive difference for our people, communities and planet. Building on the foundation of previous achievements, and aligned to the UN Sustainable Development Goals, IHG's Journey to Tomorrow serves as a powerful framework for how we can focus our efforts to deliver a purpose of True Hospitality for Good in five key areas:

- Champion a diverse culture where everyone can thrive
- Improve the lives of 30 million people in our communities around the world
- Reduce our energy use and carbon emissions in line with climate science
- Pioneer the transformation to a minimal waste hospitality industry
- Conserve water and help secure water access in those areas at greatest risk



Each of the ambitions and commitments in IHG's Journey to Tomorrow plan is rooted in an understanding of what is most important to key stakeholders—including customers and travelers—when it comes to operating thoughtfully and growing sustainably.

A recent survey of event attendees conducted by Censuswide found that 85% of respondents prefer or strongly prefer attending conferences with sustainable practices.

As the interest in sustainable meetings and events continues to rise, event professionals can engage with their hotel partners to consider the various ways they can support the delivery of a more sustainable meeting experience. These opportunities include initiatives to reduce single-use items and printed collateral, exploring alternative food and beverage menu offerings and looking into service styles to minimize food waste.

Operating responsibly is core to IHG's business, and we're committed to supporting SME customers and partners on this shared journey toward a more sustainable future for business travel and gathering for meetings and events.

You can visit IHG's Responsible Business web pages to find out more on the overall plan, ambitions and detailed commitments, as well as to follow progress.

Book now at [ihg.com/meetingsandevents](https://ihg.com/meetingsandevents) or call (800) MEETING.





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### ABOUT IHG HOTELS & RESORTS:

IHG Hotels & Resorts is a global hospitality company with a purpose to provide True Hospitality for Good.

With a family of 19 hotel brands and IHG One Rewards, one of the world's largest hotel loyalty programs, IHG has over 6,000 open hotels in over 100 countries and more than 1,800 in the development pipeline.

- Luxury & Lifestyle: Six Senses Hotels Resorts Spas, Regent Hotels & Resorts, InterContinental Hotels & Resorts, Vignette

Collection, Kimpton Hotels & Restaurants, Hotel Indigo

- Premium: voco hotels, HUALUXE Hotels & Resorts, Crowne Plaza Hotels & Resorts, EVEN Hotels
- Essentials: Holiday Inn Hotels & Resorts, Holiday Inn Express, Garner, avid hotels
- Suites: Atwell Suites, Staybridge Suites, Holiday Inn Club Vacations, Candlewood Suites
- Exclusive Partnership: Iberostar Beachfront Resorts

**IHG** HOTELS & RESORTS



REGENT



VIGNETTE COLLECTION

KIMPTON HOTELS & RESTAURANTS

HOTEL INDIGO

VOCO



CROWNE PLAZA



EVEN



Garner

avid

ATWELL SUITES



**IHG** ONE REWARDS