



Accor U.S. Adopts “Made in Canada” Green Key

DALLAS, TX, HORSHAM, PA, OTTAWA—Canada’s Green Key program has gone international, with the latest development a decision by Accor North America to pilot the Green Key Eco-Rating Program within its portfolio in the United States in 2010.

The Accor North America pilot will involve 20 properties, including representatives from the Motel 6, Sofitel and Studio 6 brands. In the course of the pilot, ANA corporate leadership will evaluate the program and decide whether to move forward with a larger rollout throughout the United States.

Green Key is the first program of its kind to rank, certify and inspect hotels and resorts based on their commitment to sustainable “green” practices.

The cornerstone of the Green Key program is its focus on sound sustainable practices specifically for the lodging industry.

“We are delighted with this announcement and the international recognition being given to our Green Key program,” Tony Pollard, president of the Hotel Association of Canada and managing director of Green Key Global told CLN.

“Accor is widely recognized within the global hospitality industry as being a leader in sustainability initiatives,” he added in a release. “We are confident that Green Key will become an important part of Accor North America’s efforts to protect and preserve the environment.”

Irwin Prince has ties to both Accor and the HAC, since his company, Realstar Hospitality, franchises Motel 6 and Studio 6 in Canada, and he chaired the HAC for two years.

“Realstar has been a supporter and advocate of the Hotel Association of Canada’s Green Key initiative from the outset,” said Prince.

“Recognizing the importance of this program, we enroll every Motel 6 in Canada in Green Key and work with each of our owners to ensure maximum attention to



Tony Pollard, Hotel Association of Canada

Green Key initiatives.

“We’re confident that Accor’s test hotels will find the same value and benefits from the program and that the results will yield a compelling case for further participation.”

There are currently more than 1,200 Green Key members, including 21 Accor properties in Canada.

The Green Key Program has been growing significantly, according to the HAC.

The program officially launched in the U.S. in September 2009, when Fairmont signed up its U.S. properties. In October, the Indiana Hotel & Lodging Association adopted Green Key as its official rating program. And in December, 2009, Travelocity recognized Green Key program ratings.

HAC is beginning to roll out on-site inspections on a greater level in Canada.

They are already underway in the province of Quebec and the association has done some in Ontario and Alberta as well.

On-site inspections are also an integral part of the U.S. program and HAC has partnered with LRA Worldwide to conduct them in the States.