



## Dear Investors and Friends,

It is with pleasure that Pro-invest Asia-Pacific (APAC) presents you with our updated **Pro-invest Asia-Pacific Quarterly Newsletter** for the first quarter of 2025, which reflects Pro-invest Group's expanded focus from hospitality into urban accommodation.

**Pro-invest APAC announced that it is entering into the urban accommodation market with its new Flex-Living model, developed to capture the extensive potential of Flex-Living across Australia. The company is set to own and operate approximately 2,000 units across ten assets in its first tranche of development; and anticipates scaling it to the size of their current hotel business (c. 6,000 keys).**

The December 2024 quarter saw Australia's economy grow 0.6% on a Quarter-on-Quarter basis, notably up from 0.2% recorded in the previous quarter. Over in New Zealand, GDP rose 0.7% over the same period, rebounding from a 1.1% decline in the prior quarter.

In February 2025, the RBA decided to lower the cash rate by 25 basis points to 4.10%. The rate cut will be a welcome boost to discretionary leisure spending. Similar loosening monetary policy is occurring in New Zealand, with the RBNZ most recently reducing its Official Cash Rate by 25 basis points to 3.50%. The RBNZ has lowered the cash rate a total of 200 basis points since August 2024.

International tourism recovery in both Australia and New Zealand has moderated over the past 12 months. Much of this is due to the slower than expected return of Chinese travellers, which was a major driver of overseas visitation before the COVID pandemic. In February 2025, Australia's short term visitor arrivals from China were just 59% of its pre-COVID February 2019 level. In New Zealand, the proportion was just 38%.

The YTD March 2025 period saw Australia record a 73% occupancy, which was in line with the March 2019 rate. ADR was \$251, 30% above the 2019 amount. This resulted in a RevPAR of \$182, 28% above the 2019 level. In New Zealand, occupancy was 76%, lagging the 2019 occupancy by 9 percentage points. However, ADR of \$253 was 19% ahead of its pre-COVID amount. The resultant RevPAR of \$192 was 9% higher than the 2019 RevPAR. Queenstown's RevPAR was 9% above 2019 levels at \$284, though Auckland's market is still

recovering, with RevPAR 7% below the 2019 amount at \$176.

Pro-invest Group has achieved a remarkable milestone by completing the Green Key certification process for 12 Australia-based hotels, with all officially certified. The Green Key International certification allows hotels to verify their sustainable operations, covering major holistic sustainability themes such as energy efficiency, corporate social responsibility, water conservation, sustainable travel, and more. The certification marked Pro-invest as the first group to certify such a large portfolio of hotels in Australia.

Pro-invest APAC expects further opportunities to materialise over 2025, with the Group positioned to leverage their active asset management approach and leading fully integrated platform to create significant value generation for investors. Hotels as an asset class is expected to benefit from the combination of falling interest rates and return of international traveller numbers to pre-COVID levels.

With a team comprised of industry veterans and specialists and unique operating structure allowing for full control of the entire value chain, coupled with Pro-invest APAC's well-formed network, track-record and access to unique off-market opportunities, Pro-invest APAC is positively positioned to overcome and even leverage off the hurdles that materialised following the COVID-19 pandemic. Currently, Pro-invest APAC is managing c. A\$3 billion worth of assets through several funds, co-investments, joint ventures, and other assets that Pro-invest APAC manages.

We wish you all health and safety. As always, welcome your comments and feedback.

With kind regards,

**Ronald Stephen Barrott FRICS,**  
**Founder, Chairman Pro-invest Group**

On behalf of Pro-invest Group

*For more information about Pro-invest Group please visit:*

**[www.proinvestgroup.com](http://www.proinvestgroup.com)**

## Pro-invest APAC Flex-Living Program – Hospitality Based Urban Accommodation Model

Pro-invest Group APAC is evolving into the Australian urban accommodation market with a hospitality-led, short-stay accommodation platform designed to capture strong sector growth. The strategy focuses on amenity-activated urban accommodation solutions designed to maximise investor returns.

Through the conversion and repositioning of existing assets, Pro-invest Group will deliver properties of 100–250 rooms, targeting an overall portfolio of more than 5,000 rooms. Leveraging decades of expertise in operating, upgrading, repurposing, and redeveloping hotel and office assets globally, the firm is uniquely positioned to extract value from conversions while preserving yield during planning and preliminary works.

Located in key Australian city centres, city-fringe precincts, and high-growth suburbs, the Flex-Living properties will appeal to a wide range of guests. The Flex-Living accommodation units will typically comprise of studios, complemented by ample activated amenity spaces for guest use.

### Demand for Amenity-Rich Urban Accommodation

Australia's major cities continue to experience strong demand for centrally located, flexible accommodation, driven by population mobility, evolving travel patterns and changing stay preferences.

Flex-Living accommodation responds to demand for well-located, hospitality-led accommodation, by delivering well-located, quality studios that are designed to support seamless short-stay accommodation experiences. Designed with activated amenities and curated guest experiences, these schemes appeal to a broad range of guests seeking flexible, hospitality-led accommodation in urban locations.

## Pro-invest Group's Approach to Urban Accommodation Solutions

Pro-invest Group will leverage its expertise in converting and repositioning assets such as hotels and secondary grade offices to deliver its Flex-Living properties to market. These properties will be strategically positioned near key employment hubs, supported by strong infrastructure pipelines and major transport nodes.

Unlike traditional accommodation formats with fixed stay requirements, Pro-invest Group's model is designed to support flexible booking structures aligned with hotel operating principles. The Flex-Living properties will be up to 35 square metres and fully furnished. Guests will also benefit from well-curated hospitality experiences including integrated technology, guest experiences, and access to Pro-invest Group APAC's extensive network of partners, suppliers, restaurant and bar offerings.

Additionally, sustainability initiatives will be embedded across the asset lifecycle from the design and development phase through to asset operations.

Pro-invest Group APAC, as a real estate private equity firm with a strong foundation in hospitality, is well placed to lead the growth of the urban accommodation sector in Australia.



Pro-invest Group Urban Accommodation Rendering, 2025

## Q1 2025 ANZ Market Update

### Australian Economy

In the December 2024 quarter, Australia's GDP grew 0.6% Quarter-on-Quarter (QoQ), a notable improvement from the 0.2% growth recorded in the September quarter.<sup>1</sup> This quarterly growth contributed to an annual GDP growth rate of 1.3%, improving from 0.8% recorded in the previous quarter.<sup>2</sup>

The labour market remains strong, with the seasonally adjusted unemployment rate of 4.1% in March 2025 increasing slightly from 4.0% in December 2024.<sup>3</sup> This quarter also saw Australia's participation rate hit a record high 67.2% in January 2025.<sup>4</sup>

In terms of inflation, CPI grew 2.4% Year-on-Year (YoY) in March 2025, in line with the prior quarter's result.<sup>5</sup> Trimmed mean annual inflation, the RBA's preferred measure of inflation, was 2.9% in March 2025, down from 3.3% three months prior.<sup>6</sup> For the first time since December 2021, this measure is now within the RBA's 2% - 3% target range.<sup>7</sup>

In February 2025, the RBA reduced the cash rate by 25 basis points to 4.10%, marking the first rate cut since November 2020.<sup>8</sup> The decision was based on signs that disinflation was occurring more quickly than expected.<sup>9</sup> At the subsequent April meeting, the Board held the cash rate at 4.10%.<sup>10</sup> The market is forecasting that the cash rate will fall within the 2.85% - 3.35% range by December 2025.<sup>11</sup>

### New Zealand Economy

The December 2024 quarter saw New Zealand's GDP increase by 0.7% QoQ, rebounding from a 1.1% contraction in the last quarter.<sup>12</sup> GDP shrunk by 0.5%

YoY in the December 2024 quarter, down from 0.1% growth recorded in the previous quarter.<sup>13</sup>

The December 2024 quarter's unemployment rate reached 5.1%, up from 4.8% in the prior quarter.<sup>14</sup> This marks the highest unemployment rate since the September 2020 quarter when it reached 5.2%.<sup>15</sup>

New Zealand's headline inflation grew 2.5% YoY in the March 2025 quarter, up from 2.2% last quarter.<sup>16</sup> CPI growth excluding volatile items reached 0.5% QoQ, down from 0.9% the previous quarter.<sup>17</sup>

In response to moderating inflation and global economic uncertainties, the RBNZ reduced the Official Cash Rate (OCR) by 25 basis points to 3.50% in April 2025.<sup>18</sup> The RBNZ has now lowered the cash rate a total of 200 basis points since August 2024.<sup>19</sup> The market forecasts the OCR to fall between 2.75% and 3.25% by December 2025.<sup>20</sup>

### Australia - New Zealand Tourism Update

#### International Tourism

Australia's international tourism recovery has remained between 80% and 95% of pre-COVID levels over the last 12 months.<sup>21</sup> In February 2025, Australia recorded 787,770 short-term international visitor arrivals, equivalent to 85% of the February 2019 level.<sup>22</sup> This slowdown is primarily due to the delayed recovery in the Chinese market. In February 2025, short-term visitor arrivals from China reached just 59% of the February 2019 visitor number.<sup>23</sup>

<sup>1</sup> Australian Bureau of Statistics (ABS), Australian National Accounts: National Income, Expenditure and Product, 03.2025.

<sup>2</sup> ABS, Australian National Accounts: National Income, Expenditure and Product, 03.2025.

<sup>3</sup> ABS, Labour Force, Australia, 03.2025.

<sup>4</sup> ABC News, Australia's unemployment rate picks up slightly in March, to 4.1pc, 04.2025.

<sup>5</sup> ABS, Consumer Price Index, Australia, 04.2025.

<sup>6</sup> ABS, Consumer Price Index, Australia, 04.2025.

<sup>7</sup> ABS, Consumer Price Index, Australia, 04.2025.

<sup>8</sup> Reserve Bank of Australia (RBA), Cash Rate Target, accessed 04.2025.

<sup>9</sup> RBA, Statement by the Monetary Policy Board: Monetary Policy Decision, 02.2025.

<sup>10</sup> RBA, Monetary Policy Decision, 04.2025.

<sup>11</sup> Westpac, AU & NZ Weekly, 04.2025, ANZ, ANZ Forecasts, accessed 04.2025, NAB, Interest Rate Forecasts, accessed 04.2025.

<sup>12</sup> Stats NZ, Gross Domestic Product: December 2024 Quarter, 03.2025.

<sup>13</sup> Stats NZ, Gross Domestic Product: December 2024 Quarter, 03.2025.

<sup>14</sup> Stats NZ, Unemployment rate, 02.2025.

<sup>15</sup> Stats NZ, Unemployment rate at 5.1 percent in the December 2024 quarter, 02.2025.

<sup>16</sup> Stats NZ, Annual inflation at 2.5 percent in March 2025, 04.2025.

<sup>17</sup> Stats NZ, Consumers price index: March 2025 quarter, 04.2025, Stats NZ, Consumers price index: December 2025 quarter, 01.2025.

<sup>18</sup> Reserve Bank of New Zealand (RBNZ), Past monetary policy decisions, 04.2025.

<sup>19</sup> RBNZ, Past monetary policy decisions, 04.2025.

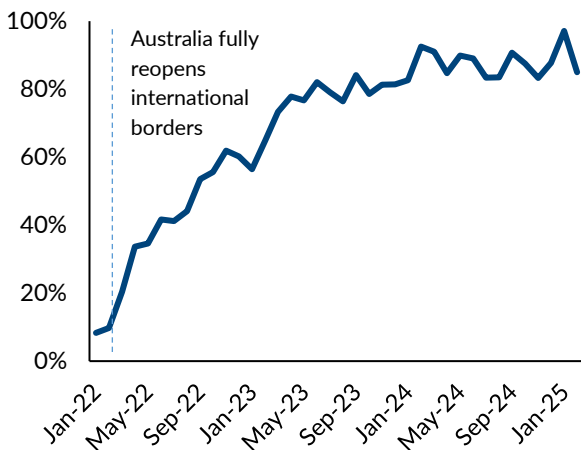
<sup>20</sup> Westpac, AU & NZ Weekly, 04.2025, ANZ, ANZ Forecasts, accessed 04.2025, NAB, Interest Rate Forecasts, accessed 04.2025.

<sup>21</sup> ABS, Overseas Arrivals and Departures, 04.2025.

<sup>22</sup> ABS, Overseas Arrivals and Departures, 04.2025.

<sup>23</sup> ABS, Overseas Arrivals and Departures, 04.2025.

Figure 1: Monthly International Arrivals to Australia Compared to 2019 Levels



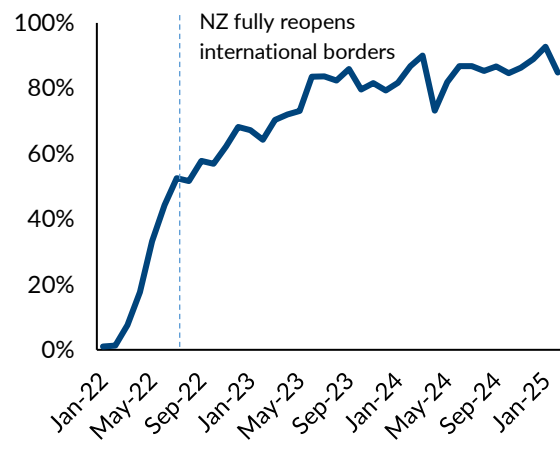
Source: ABS, Overseas Arrivals and Departures, 04.2025. Note: excludes Australian citizens and permanent residents.

In January 2025, Australia recorded 2.3m inbound international travellers, which was 8% above the number of travellers in the pre-COVID January 2019 period.<sup>24</sup>

From June 2025, Hong Kong Airlines will commence daily flights between Hong Kong and Sydney, which will boost seat capacity between the two cities by 20%.<sup>25</sup> The move will cement Hong Kong as Sydney Airport's third busiest route after Singapore and Auckland.<sup>26</sup>

Since the reopening of international borders in July 2022, New Zealand's inbound tourism recovery has stalled.<sup>27</sup> Overseas visitor arrivals reached 354,400 in February 2025, or 85% of the 2019 figure.<sup>28</sup> Similar to Australia, New Zealand's recovery has been impacted by the slower-than-expected rebound in Chinese visitor arrivals. In February 2025, New Zealand recorded just 38% of February 2019's number of Chinese overseas visitors.<sup>29</sup>

Figure 2: Monthly International Arrivals to New Zealand Compared to 2019 Levels



Source: Stats NZ, International Arrivals, 04.2025. Note: excludes NZ residents.

New Zealand's international gateway of Auckland Airport recorded 816,263 overseas passengers in March 2025, which was 90% of the March 2019 figure.<sup>30</sup> In the same period, 70,418 international passengers passed through Queenstown Airport, which was a 27% improvement on the March 2019 passenger number.<sup>31</sup>

In March 2025, Air New Zealand and Air India signed a Memorandum of Understanding (MOU) aimed at boosting air connectivity between the two nations.<sup>32</sup> The MOU underscores New Zealand's commitment to boosting visitor arrivals from the growing Indian market. 2024 saw approximately 80,000 visitors arrive from India, up 23% on the 2019 level.<sup>33</sup>

<sup>24</sup> Bureau of Infrastructure, Transport, and Regional Economics (BITRE), International Airline Activity January 2025, accessed 01.2025, BITRE, International Airline Activity January 2019, accessed 01.2025.

<sup>25</sup> Sydney Airport, Sydney Airport lands Hong Kong Airlines with daily non-stop flights, 02.2025.

<sup>26</sup> Sydney Airport, Sydney Airport lands Hong Kong Airlines with daily non-stop flights, 02.2025.

<sup>27</sup> New Zealand Immigration, New Zealand border fully reopening by July 2022, 05.2022.

<sup>28</sup> Stats NZ, International travel: February 2025, 04.2025.

<sup>29</sup> Stats NZ, International travel: February 2025, 04.2025, Stats NZ, International travel: February 2019, 04.2019.

<sup>30</sup> Auckland Airport, March 2025 Monthly traffic update, 03.2025, Auckland Airport, March 2019 Monthly traffic update, 03.2019.

<sup>31</sup> Auckland Airport, March 2025 Monthly traffic update, 03.2025, Auckland Airport, March 2019 Monthly traffic update, 03.2019.

<sup>32</sup> Air New Zealand, Air New Zealand and Air India enter new codeshare partnership and MoU to explore direct flights between India and New Zealand, 03.2025.

<sup>33</sup> Air New Zealand, Air New Zealand and Air India enter new codeshare partnership and MoU to explore direct flights between India and New Zealand, 03.2025.

## Pro-invest APAC Hospitality Funds

### Pro-invest Asia-Pacific Hospitality Opportunity Fund III (Fund III)

Pro-invest APAC is pleased to announce having launched its third hotel fund, the Pro-invest Asia-Pacific Hospitality Opportunity Fund III (Fund III).

Fund III has acquired its first two assets in Canberra and Melbourne. The Sebel Canberra Campbell (formerly known as C5 Hotel Canberra) has opened for trading in September 2022 and has been well received by the hotel guests. The Hotel Indigo Melbourne on Flinders (formerly known as Holiday Inn on Flinders) opened in August 2023 and is the first Hotel Indigo in Melbourne.

Pro-invest APAC is actively looking at other opportunities which are in the pipeline for Fund III across the key markets of Japan, Singapore, Korea and Thailand, in addition to Australasia. Unprecedented market conditions created by COVID-19 and higher-for-longer interest rates and inflation have established an opportunity to make value-add investments into standing and income producing assets primarily in luxury, upper-upscale and upscale full-service hotels in Australia & New Zealand, as well as other secure markets in Asia.

Fund III is structured to capitalise on the current opportunity, presenting a platform that allows investors to participate in the travel recovery. Pro-invest APAC is targeting to raise A\$500 million from institutional investors, sovereign wealth funds and established family offices among other investors.

### Pro-invest APAC Overview

Pro-invest APAC is currently managing c. A\$3 billion in real estate assets, including commercial assets as well as the roll out of the European pipeline.

In early 2000, Pro-invest's CEO, Ronald Barrott brought one of the largest and most renowned hotel brands, Holiday Inn Express® (HIE), to the European market. At the time, he developed a portfolio of HIE hotels across the UK, which he grew to become one of the largest franchised hotel portfolios outside of the US. **Over a period of 6 years, 15 HIE assets were developed, and the portfolio was exited as a trade sale achieving an IRR in excess of 30%.**

In 2013, given his successful relationship with InterContinental Hotels Group (IHG) and a substantial market opportunity, Ronald launched the Pro-invest Australian Hospitality Fund I (Fund I) to develop, own and operate a new portfolio of HIE hotels across Australia and New Zealand (ANZ). Fund I is a widely held Managed Investment Scheme, allowing for a final withholding tax rate of 15%. Its portfolio now counts 8 hotels and c. 2,000 rooms, being rolled out under a Master Development Agreement with IHG.

By 2017, Pro-invest APAC launched the Pro-invest Australian Hospitality Fund II (Fund II), which successfully completed equity raising in 2020. Fund II continues Pro-invest APAC's strong track record of rolling out its Select Service and Lifestyle hotels throughout the Australasian market. 4 of the hotels in Fund II have opened for trading in 2022 and 1 opened in 2023, with all hotels having been well received across their respective markets.



Voco and HIE Auckland City Centre

### Domestic Tourism

In January 2025, Australia’s domestic commercial aviation carried 5.46 million passengers, growing 2.6% on the January 2019 figure.<sup>34</sup> The year ending December 2024 saw total domestic overnight trips reach 98% of the December 2019 number of trips.<sup>35</sup> Domestic visitor nights were 95% of the 2019 level, though regional spending increased by 37%.<sup>36</sup>

March 2025 saw Auckland Airport record 765,689 domestic passengers, down 14% on the March 2019 level.<sup>37</sup> Queenstown Airport recorded 153,158 domestic passengers, mostly unchanged from the March 2019 passenger number.<sup>38</sup> ANZ research suggests that hospitality-related spending remains weak, with March 2025 accommodation expenditure down 12.4% YoY, and seeing consistent month-on-month negative growth over the last 12 months.<sup>39</sup>

### Australian & New Zealand Tourism Support & Campaigns

In its 2025/26 Budget, the Federal Government allocated approximately AU\$153 million of funding to Tourism Australia.<sup>40</sup> The funds will be used to support Tourism Australia’s critical role in showcasing the country globally and stimulating inbound visitor demand.<sup>41</sup>

April 2025 saw the New Zealand government announce an additional \$13.5 million to support Tourism New Zealand’s existing marketing activity in key international markets to drive inbound visitor growth.<sup>42</sup> The investment is expected to attract an additional 23,000 visitors and generate over \$100m in international visitor spending between July 2025 and March 2026.<sup>43</sup>

### ANZ Hotel Market Performance

#### Australia

For the YTD March 2025 period, Australia recorded a 73% occupancy rate, marginally down 1

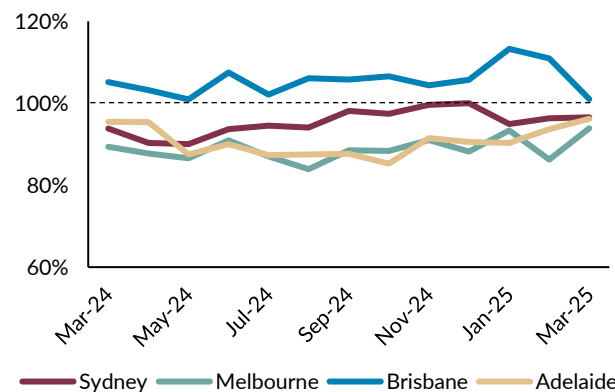
percentage point (pp) on March 2019’s occupancy rate.<sup>44</sup> ADR ended the period at \$251, 30% above its 2019 level.<sup>45</sup> This resulted in a RevPAR of \$182 for the period, 28% above March 2019’s RevPAR.<sup>46</sup> Sydney’s RevPAR of \$239 was the highest amongst the capital cities, and Brisbane recorded the highest growth above pre-COVID levels at 70%, despite the disruptive effects of ex-Cyclone Alfred in March 2025.<sup>47</sup>

Figure 3: Australian Hotel KPI YTD March 2025

Market	Occ (%)	ADR (A\$)	RevPAR Change (vs YTD Mar 2025)	RevPAR Change (vs YTD Mar 2019)
Australia	73%	251	1%	28%
Sydney	82%	291	1%	20%
Melbourne	77%	242	2%	11%
Brisbane	73%	235	7%	70%
Adelaide	76%	208	-3%	20%

Source: STR, ANZ Performance Update, 04.2025.

Figure 4: Markets Monthly Occupancy (indexed to 2019)



Source: STR, ANZ Performance Update, 04.2025.

<sup>34</sup> Bureau of Infrastructure and Transport Research Economics (BITRE), Domestic aviation activity, January 2025, accessed 04.2025.

<sup>35</sup> Tourism Research Australia (TRA), National Visitor Survey Results, accessed 04.2025.

<sup>36</sup> TRA, National Visitor Survey Results, accessed 04.2025.

<sup>37</sup> Auckland Airport, March 2025 Monthly traffic update, 03.2025, Auckland Airport, March 2019 Monthly traffic update, 03.2019.

<sup>38</sup> Auckland Airport, March 2025 Monthly traffic update, 03.2025, Auckland Airport, March 2019 Monthly traffic update, 03.2019.

<sup>39</sup> ANZ, ANZ NZ Card Spending Chartpack, 04.2025

<sup>40</sup> Hotel Management, Budget 2025-26: government support for Tourism Australia, Rex Airlines, 03.2025.

<sup>41</sup> Hotel Management, Budget 2025-26: government support for Tourism Australia, Rex Airlines, 03.2025.

<sup>42</sup> Tourism New Zealand, \$13.5m boost for Tourism New Zealand, 04.2025.

<sup>43</sup> Tourism New Zealand, \$13.5m boost for Tourism New Zealand, 04.2025.

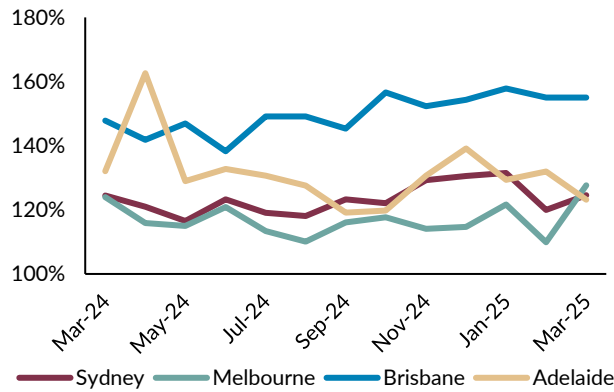
<sup>44</sup> STR, ANZ Performance Update, 04.2025.

<sup>45</sup> STR, ANZ Performance Update, 04.2025.

<sup>46</sup> STR, ANZ Performance Update, 04.2025.

<sup>47</sup> STR, ANZ Performance Update, 04.2025.

Figure 5: Markets Monthly ADR (indexed to 2019)



Source: STR, ANZ Performance Update, 04.2025.

**New Zealand**

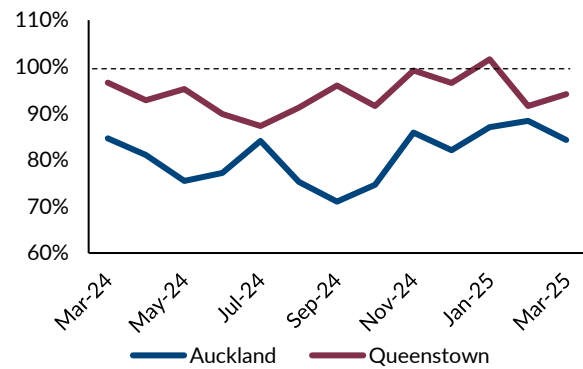
In the YTD March 2025 period, New Zealand occupancy reached 76%, which lagged its 2019 occupancy by 9pp.<sup>48</sup> However, ADR for the period reached \$253, up 19% on its 2019 level, leading to a RevPAR of \$192 that was 6% above its pre-COVID RevPAR.<sup>49</sup> Queenstown remains New Zealand’s strongest performing city, with a RevPAR of \$284 that was 9% higher than its 2019 level.<sup>50</sup> Auckland is still recovering to pre-COVID levels, with the YTD March 2025 RevPAR of \$176 still 7% below the 2019 amount.<sup>51</sup>

Figure 6: New Zealand Hotel KPI YTD March 2025

Market	Occ (%)	ADR (NZ\$)	RevPAR Change (vs YTD Mar 2024)	RevPAR Change (vs YTD Mar 2019)
New Zealand	76%	253	1%	6%
Auckland	74%	238	-2%	-7%
Queenstown	84%	339	2%	9%

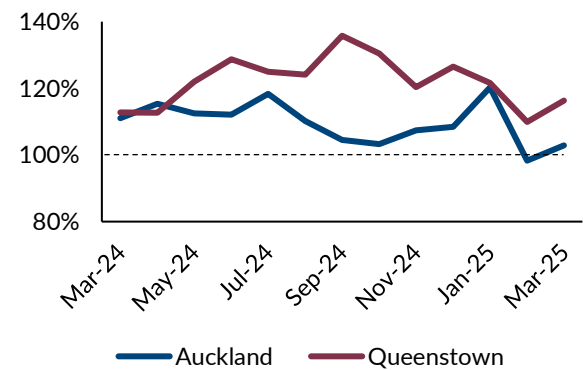
Source: STR, ANZ Performance Update, 04.2025.

Figure 7: Markets Monthly Occupancy (indexed to 2019)



Source: STR, ANZ Performance Update, 04.2025.

Figure 8: Markets Monthly ADR (indexed to 2019)



Source: STR, ANZ Performance Update, 04.2025.

**Hotel Investment Market**

In January 2025 the 191-room boutique hotel Melbourne Place was sold for \$150m.<sup>52</sup> March 2025 saw the 139-room Intercontinental Auckland sold for NZ\$180m, marking the largest single hotel asset sale in New Zealand.<sup>53</sup> These transactions highlight growing investor confidence in the hotel industry, as interest rates begin to ease, and economic conditions stabilise across Australia and New Zealand.<sup>54</sup>

<sup>48</sup> STR, ANZ Performance Update, 04.2025.

<sup>49</sup> STR, ANZ Performance Update, 04.2025.

<sup>50</sup> STR, ANZ Performance Update, 04.2025.

<sup>51</sup> STR, ANZ Performance Update, 04.2025.

<sup>52</sup> Australian Financial Review, A \$150m hotel project that stress-tested the private credit boom, 01.2025.

<sup>53</sup> The Hotel Conversation, JLL advises on record InterContinental Auckland sale to Singaporean Group, 03.2025.

<sup>54</sup> CBRE, 2025 Hotels Australia Overview and Outlook, 02.2025.

## ESG: Green Key Certification

### Pro-invest Group's Green Key Certification Achievement

Pro-invest Group is pleased to announce that as part of our "One Earth, Countless Experiences" initiative, the Guest Engagement Strategy has continued to progress. All Australia-based hotels, across all funds, have successfully completed their applications to become Green Key certified, fulfilling all Imperative Indicators and Guidance Indicators where applicable. The Green Key International certification allows hotels to verify their sustainable operations, covering major holistic sustainability themes such as energy efficiency, corporate social responsibility, water conservation, sustainable travel, and more. Green Key is aligned with the Global Sustainable Tourism Council (GSTC) standards and is a dedicated, global tourism and hospitality certification scheme that has verified over 6,000 establishments in over 70 countries worldwide.

Pro-invest Group has achieved a remarkable milestone by completing the Green Key certification process for 12 Australia-based hotels, with all officially certified. This has marked Pro-invest as the first group to certify such a large portfolio of hotels in Australia.



### Green Key

The Green Key certification offers numerous benefits by enhancing sustainability credentials and operational efficiency.

This certification will be displayed on online travel agencies, attracting eco-conscious consumers who are actively seeking accommodations that align with their environmental values. This visibility not only enhances the company's reputation as a responsible and sustainable business but also differentiates the hotels from competitors.

The third-party certification also requires a rigorous audit process, ensuring the credibility and integrity of the eco-label. Additionally, it improves risk management related to sustainability and

encourages the adoption of clear road maps for enhancing hotel operations. This leads to increased staff and guest engagement and can provide uplift in scores for the Global Real Estate Sustainability Benchmark (GRESB) scores, ensuring a high level of environmental and social responsibility.

Furthermore, the Green Key certification aligns with Pro-invest's broader sustainability goals, including reducing carbon footprints, minimising waste, and promoting sustainable practices across all aspects of hotel operations. Pro-invest Group remains committed to advancing sustainability initiatives, ensuring that guests enjoy exceptional experiences while contributing to a sustainable planet.

Hotel	Certified?
HIE Sydney Airport	✓
HIE Melbourne Southbank	✓
HIE Melbourne Little Collins	✓
HIE Sydney Macquarie Park	✓
HIE Brisbane Central	✓
HIE Newcastle	✓
HIE Adelaide City Centre	✓
HIE Sunshine Coast	✓
Kimpton Margot Sydney	✓
Hotel Indigo Potts Point	✓
The Sebel Canberra Campbell	✓
Hotel Indigo Melbourne Flinders	✓
HIE&S Queenstown	To be certified
HIE Auckland	To be certified
voco Auckland City Centre	To be certified

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