

HOLIDAY INN EXPRESS NEWCASTLE MARKS UNITED NATIONS WORLD TOURISM DAY 2023

Local City Hotel Champions the Future of Green Hospitality in Newcastle and Welcomes Visitors to Experience Sustainable Tourism on Friday 29 September

26 September, 2023: Holiday Inn Express Newcastle, part of the [Pro-invest Group](#) portfolio, is marking [UN World Tourism Day 2023](#): Tourism & Green Investments, which takes place on 27 September. Highlighting the need for better-targeted investments for people, planet and prosperity, it underscores the imperative of sustainable investments in the hotel sector – which accounts for around 1% of global carbon emissions.

This week the hotel will hold an event to share its sustainability journey and Pro-invest Group's broader environmental, social, and governance (ESG) goals, including their ambition to achieve carbon net zero by 2030. Pro-invest recognises that hotels are cornerstones of their communities and have an opportunity to create positive impact. In the City of Newcastle this work aligns to the broad and ambitious sustainability goals of the Council; and since opening in 2019 the hotel has accomplished some notable achievements:

- **Carbon Neutrality:** Australia's first hotel building to achieve carbon-neutral certification under the NABERS Climate Active pathway in 2021 - pairing together the energy and water efficiency in design and operations, coupled with 686 tonnes of carbon offsets.
- **Energy Efficiency:** Awarded a 5-star or higher NABERS Energy rating every year since opening in 2019 – a testament to its efficient design. It is currently one of only eight hotels across the country to achieve 5-stars or higher as of September 2023.
- **Green Hospitality:** Champions of the IHG 'A Greener Stay' initiative which engages guests in actions they can take to minimise resource use and the environmental footprint of their stay. In the last two years alone, guests have opted in to over 4,000 Greener Stay nights.
- **Green Design:** For example, laying 3,136sqm of carbon-neutral flooring, equivalent to the emissions from a car travelling 134,122km - that could get you from Newcastle, Australia to London, UK, almost 8 times.
- **Removing, Reusing, Reducing:** Bulk dispensers have been introduced at the breakfast bar, printed materials have been reduced through digital signage, and bamboo key cards and door hangers have replaced plastic ones. Plastic plants have also been phased out and replaced with real plants to boost indoor quality.

"We aim to influence and elevate the standards of sustainable hospitality globally, starting right here in Newcastle," said **Rob Fahey, General Manager of Holiday Inn Express Newcastle**. Alongside the City of Newcastle we're proud to stand as a testament to the transformative power of sustainable tourism. We're taking a moment to celebrate during UN World Tourism Day, but the work to build a greener future for our city and the world doesn't stop."

Knowing there is much more work to do the local hotel team, supported by Pro-invest are implementing further initiatives focused on improving results across carbon, energy, water and waste, as well as broader community engagement:



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- **Community Engagement:** On Friday 29 September the hotel will welcome members of the Newcastle community, including distinguished guests from the City of Newcastle, local businesses, and community partners. The team will showcase the hotel's ESG activity, offer tours to see this in action, and what's next as they advance this important agenda.
- **Stay Green to Power the Day:** All guests who opt for a 'Greener Stay' from Wednesday 27 September (UN World Tourism Day) to 31 October 2023 will have the chance to win a HP X2 laptop, encouraging even more travellers to make a difference.
- **Harnessing Newcastle's Sunshine:** The hotel has embarked on a study to understand the opportunity to run on renewable energy. This assessment will be completed this year, with the aim of implementing the recommendations in 2024.
- **Employment for All:** Early in 2024, the hotel will be introducing a new employment program to open up opportunities for disadvantaged persons who may not have been able to access work in the industry previously.

"Sustainability is a core part of Pro-invest Group and our consistent efforts in pursuing green investments in the hotel industry resonate with this year's theme. Holiday Inn Express Newcastle exemplifies our ethos and our relentless pursuit of sustainability in every aspect of our operations," states **Cindy van der Wal, ESG Manager, Pro-invest Group**.

As part of the global Pro-invest Group, Holiday Inn Express Newcastle represents a commitment to the company's 'One Earth, Countless Experiences' approach which supports innovative, responsible, and sustainable hotel experiences. The hotel continues to focus on environmental stewardship, offering a unique and thoughtful stay for every guest, while contributing to the vibrant and sustainable growth of Newcastle.

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Hotel photography [available here](#).

MEDIA INVITE: All media are invited to attend the following event to learn more about Pro-invest Group's commitment to sustainable tourism, how this supports Newcastle's vision for a sustainable city and the future of sustainable hospitality at Holiday Inn Express Newcastle:

Date: Friday 29 September 2023

Time: 11am – 12pm (with lunch available afterwards)

Address: Holiday Inn Express Newcastle, 514 King Street, Newcastle, NSW 2302

RSVP: To emma.corcoran@proinvestgroup.com

Media spokespeople will be available for interview, including Pro-invest Group's ESG Manager, Hotel GM and COO.

MEDIA CONTACT: Emma Corcoran, Communications, Emma.corcoran@proinvestgroup.com



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ABOUT PRO-INVEST GROUP: Established in 2010, Pro-invest Group invests in hotels and commercial property assets on behalf of global institutional investors across Europe, Middle East and the APAC region. Pro-invest Group manages c. AUD\$3 billion in assets under management through a combination of discretionary funds, joint ventures, and managed accounts.

Pro-invest Group's integrated platform spans the asset lifecycle, from arranging funding through to developing, operating and asset managing individual assets as well as portfolios. Pro-invest Group assets include 31 hotels (approx. 6,000 rooms – open and pipeline) in Australia and New Zealand, in addition to commercial and mixed-use properties. Having established itself as a management platform in Australasia, the Pro-invest Group London office was established to focus on growth in the UK and Europe. Simultaneously Pro-invest Group are raising a third value-add fund of A\$500 million for opportunistic investment in Asia-Pacific.

Further information found here www.proinvestgroup.com