

IHG Hotels & Resorts launches industry first ‘Low Carbon Pioneers’ programme

IHG Hotels & Resorts, a global leader in hospitality, has announced the launch of its Low Carbon Pioneers programme. This initiative brings together energy-efficient hotels that do not use fossil fuels on-site* and are powered by renewable energy.

The Low Carbon Pioneers programme is the first of its kind in the industry, aiming to create a community of low operational carbon hotels. This group will help IHG test, learn, and share insights on sustainability measures, inspiring other properties to join and encouraging the wider adoption of carbon reduction practices across IHG’s portfolio. The initial Low Carbon Pioneer hotels include:

- Holiday Inn Express Madrid Airport, Spain
- Iberostar Waves Cristina, Spain
- Kimpton BEM Budapest, Hungary

Each of these hotels will feature sustainable solutions, such as high-efficiency heat pumps for heating and hot water generation, and fully electric kitchens. Additionally, they will have an operational sustainability certification** recognized by the Global Sustainable Tourism Council, such as Green Key, or a sustainable building certification, such as LEED, BREEAM, or EDGE. To monitor and measure energy data, these hotels will use IHG’s Green Engage environmental platform.

More hotels will join the Low Carbon Pioneers programme across various regions. IHG is also developing a "low-carbon ready" group of hotels to prepare for when it becomes possible to fully back all energy with renewables in regions where this is currently not available. The full criteria for a Low Carbon Pioneer hotel can be found [here](#).

Elie Maalouf, CEO of IHG Hotels & Resorts, stated, “We are excited to launch our Low Carbon Pioneers programme as another innovative way to meet evolving guest expectations, help our hotel owners future-proof their

businesses, and reduce carbon across our estate. This is an important step in IHG's sustainability journey, but it remains one of many we must continue to take. Accelerating change at scale for both IHG and the wider industry requires broader support from governments, such as greater access to renewable energy, incentives for owners, and reducing the cost of technology that speeds up the industry's transition to a greener, more resilient future. IHG is committed to working with industry bodies and governments to help achieve this and encourage more owners to adopt carbon reduction practices and become Low Carbon Pioneers."

For IHG's hotel owners, the Low Carbon Pioneers programme plays a crucial role in future-proofing their businesses. By testing, learning, and sharing findings, the programme will help encourage the wider adoption of carbon reduction practices across IHG's estate.