

NEWS RELEASE

For immediate circulation

GREEN KEY AND RÉSERVERT, PARTNERS IN QUÉBEC

Ottawa/Montreal, November 26, 2008 - The Hotel Association of Canada (HAC) and the Quebec Hotel Association (QHA) join their voices to encourage hoteliers to reduce their ecological footprint by using one of the two programs offered in Québec, *Clé verte* or *Réserververt*.

The partnership between the two organizations sends a clear message: select your program of choice but do it! “There is no competition between the two programs, the hotelier has first to decide his involvement level,” says Danielle Chayer, Chief Executive Officer of QHA. “In fact, both programs are different and complementary,” adds Tony Pollard, HAC President.

The environmental program *Clé Verte (Green Key)* has been well known in Canada for many years. It is a base-level program for hoteliers who are concerned about their hotel’s impact on the environment. Administered entirely online, *Clé Verte* is a self-directed assessment of a property’s current environmental efforts within their main areas of operations. The program is recognizable by its one to five key rating system.

Launched in November 2007, *Réserververt* is a sustainable development (society, economy and environment) recognition program based on continuous training and personalized support. It does require the active involvement of the entire team in order to maintain and increase the number of actions every year. The *Réserververt* program helps to increase a hotel’s *Clé verte* rating.

To the question “Why did you create another program?”, Danielle Chayer answers: “We wish to bring Québec hotels to the sustainability development in accordance with the Québec Tourism Policy. Considering sustainable development own stakes, the program needed to incorporate the laws and regulations in force. All different for each province!”

“Both the Canadian and Quebec programs favour the improvement of management and allow hoteliers to save quite a lot of money,” concludes Tony Pollard.

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SOURCES:

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