



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

## NEWS RELEASE

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**For Immediate Release:**

### **HAC Green Key Eco-Rating Program Recognized by AAA**

**November 17, 2008, Ottawa**— The Hotel Association of Canada (HAC) is pleased to announce that Green Key rated hotels can now include their Key ratings in AAA/CAA travel guides.

AAA/CAA will now be supporting green certified hotels that are also ‘Diamond-rated’ properties by encouraging promotion of their Key rating in TourBook advertising both in Canada and the United States.

“We are very pleased that AAA strongly supports environmental management and sustainability throughout the lodging industry and we look forward to extending this benefit to all Green Key hotels in North America” said Tony Pollard, HAC President. “The consumer numbers show that the greening of hotels across North America is becoming more significant than ever and demonstrates why all hotels should make Green Key an important component of their overall greening efforts.”

The Green Key Eco-Rating Program is a graduated rating system designed to recognize hotels, motels and resorts that are committed to improving their environmental performance. Based on the results of a comprehensive environmental audit, hoteliers are awarded a one to five Green Key rating. Currently over 950 Canadian and US lodging properties participate in the Green Key Eco-Rating Program. Visit [www.hacgreenhotels.com](http://www.hacgreenhotels.com) for more information on the Green Key Program. Green Key hotels interested in appearing in the AAA/CAA TourBooks should visit [www.AAA.com](http://www.AAA.com) or contact HAC for more details.

#### **AAA**

As North America’s largest motoring and leisure travel organization, AAA provides more than 51 million members with travel, insurance, financial and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for the safety and security of all travellers.

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**Hotel Association of Canada**

The Hotel Association of Canada is the national organization representing the lodging industry in Canada. Our membership encompasses the provincial and territorial hotel associations, the corporate hotel chains, independent hotels, motels and resorts and the many suppliers to the hotel industry. Our objective is to assist both our national and international members as they endeavor to enhance their competitiveness and achieve their bottom line.

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