

Press Release



greendestinations

Kempinski Hotel Mall of the Emirates Successfully Completes "Green Week"

Dubai, UAE, 24 November 2009; - In light of its comprehensive efforts to minimize its effect on the environment, Kempinski Hotel Mall of the Emirates has taken a big step towards its sustainability goals by successfully completing its 'Green Policy Week' last Thursday.

The hotel has been implementing a rigorous environmental strategy since 2008 to become Dubai's leading hotel in environmentally sound hotel operations. An essential part of this strategy has been to engage all employees in the hotel and have them actively contribute to the hotel's environmental actions. The Kempinski Green Week marked a milestone in implementing its green policies and procedures and becoming a 'living' green hotel.

"Exceptional hospitality and care for the environment are what we are passionate about. The careful implementation of our green policies ensures that every single staff member knows about the implications of our environmental strategy and how to contribute to protecting the environment in their daily work" said Holger Schroth, General Manager, Kempinski Hotel Mall of the Emirates. "The process of environmental conservation and becoming a truly 'green' hotel has to happen from the inside and is foremost people driven".

The Kempinski Green Week saw a broad range of activities throughout the week including several daily training sessions on environmental issues and different staff competitions such as a green poster-making contest and a recycled material art-making contest. Dr. Till Stoll of Green Destinations, the external advisory company for environmental conservation of Kempinski Hotel Mall of the Emirates, was overwhelmed by the response and engagement of the hotel employees: "I have never experienced such active involvement of staff members in a corporate organization when it comes to

environmental protection. Everyone at Kempinski understood that they are the champions of conserving the environment, which is extremely promising for the future success of Kempinski as a green hotel."

Over the coming months, Kempinski Hotel Mall of the Emirates will deepen the results of the green policy week. Besides the technical improvements and environmental methods that have already been introduced in the past few months, the hotel will further involve their staff members in its actions for environmental conservation.

To book or for further information visit: www.kempinski-dubai.com

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Editor's Notes:

Europe's oldest luxury hotel group, **Kempinski Hotels** was founded in Germany in 1897. Kempinski's impressive portfolio of distinctive properties includes historical landmarks, unique hide-away resorts and vibrant city hotels throughout Europe, the Middle East, Africa, South America and Asia. Rich in tradition, each Kempinski hotel celebrates the local culture and customs of its destination whilst maintaining the impeccable personalised service for which Kempinski is renowned. Put simply, they are the first choice for the discerning luxury traveller.

Kempinski is a member of the **Global Hotel Alliance**. Based on the airline alliance model, Global Hotel Alliance is the world largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced recognition and service to customers across all brands. GHA currently comprises Anantara, Cham, Dusit, Kempinski, Landis, Leela, Marco Polo, Omni and Pan Pacific, encompassing 160 upscale and luxury hotels with over 46,000 rooms in 41 different countries.

Green Destinations is the first green developer in the Middle East. The company plans, designs and develops resource-efficient buildings and master plans. With help of a wide partnership network with suppliers of various "cleantech" products & services, it exports sustainable construction know-how from Switzerland to global markets. This allows Green Destinations to always offer clients the newest technologies and concepts in order to create modern and environmentally-sound property. For further information visit: www.greendestinations.ae

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