



## GRT Hotels & Resorts leads the way to a sustainable future



In times marked by increasing concern for environmental and social responsibility, the hospitality industry has undergone a significant transformation to blend stellar guest experiences with ecological and societal well-being. GRT Hotels & Resorts recognises this urgency to make eco-friendly decisions, and is committed to putting sustainability at the forefront of its operations.

Through actions that support recycling, conservation and creating awareness, the GRT group has made much progress in complying with the globally-recognised sustainability indicators developed by the World Travel & Tourism Council (WTTC). These indicators form the building blocks of the group's green mission, but with the signature creative twist the premium brand is synonymous with.

In alignment with this mission, the GRT group has amped up its conservation efforts through stringent monitoring of sub meters and water meters. Measuring the number of units consumed per guest has helped in conserving these precious resources, with results seen across properties. To streamline the process, the group's tech-forward mindset has helped it stay on top of the game through softwares that present real-time data on carbon emissions.

Getting guests involved in its green goals has been highly efficacious in connecting with today's eco-

conscious traveller. This desire to connect with guests is evident throughout the cycle of one's stay at a GRT property, through programmes like the 'Green Circle Brochure'. Distributed to guests while checking in, the programme enables them to make sustainable choices during their stay that are converted into points, which can then be exchanged for gifts when their visit ends.

Another area covered is waste management and recycling. Globally, the hospitality industry is associated with generating large amounts of waste. To mitigate this, GRT Hotels & Resorts has a robust waste management system in place, with plants for water recycling, organic and inorganic waste across properties. The towel and linen reuse programmes – an effective waste management strategy world-over – have significantly reduced water wastage too. Single-use plastic, responsible for the degradation of much of the globe's ecosystems, is tackled via reusable glass bottles, straws and toiletries containers at all properties.

The GRT group understands the need to have every hand on deck in its mission, which would not have been possible without the strong bonds it has nurtured within the organisation. Here, combining creativity with community-building has been effective. An example of this is the 'No Bin Day' campaign practised over two days each month,

which has been successful in getting employees to curb food wastage.

While the group has taken massive strides in making its own part of these initiatives, there is also a strong emphasis on community welfare. Through its CSR activities, the GRT group has built strong relationships with local stakeholders via food donation drives, medical camps and disaster relief measures. It is through interactions with those from all walks of life that a renewed sense of compassion can be seen within the GRT community too. Immense sensitivity and care has gone into fostering equity and diversity – from ensuring that at least 25% of the workplace comprises women to creating livelihood opportunities for persons with disabilities.

"We recognise our responsibility in making conscious decisions that have a positive impact on the environment and on society. Our vision, as we grow, is to become a sustainable hospitality chain," says Vikram Cotah, CEO, GRT Hotels & Resorts

The road to sustainable hospitality has its challenges, but what has worked for the group is insight, collaboration and innovation. And as the world grapples with mounting ecological concerns, GRT Hotels & Resorts has embraced its role in promoting green hospitality, with a pledge to do better year on year.