



WTTTC's Hotel Sustainability Basics takes off in China with hotel giant Jin Jiang

Hotel titan joins WTTTC's hospitality sustainability scheme

Shanghai, China: The World Travel & Tourism Council ([WTTTC](#)) is pleased to announce Jin Jiang, a prominent player in the global hospitality industry, has joined WTTTC's Hotel Sustainability Basics initiative, further solidifying China's commitment to sustainable tourism.

This collaboration underscores the crucial role of sustainability in catering to the evolving needs of travellers and safeguarding our planet.

The announcement came during the first visit of WTTTC President & CEO Julia Simpson to China, where she met Mr Simon Zhang, Jin Jiang International President, in Shanghai.

The Hotel Sustainability Basics initiative was developed in response to a resounding call from leading global hotel brands. It aims to establish essential sustainability criteria that all accommodation providers, including hotels, guest houses, and tourist residences, must meet as a minimum standard, regardless of their size.

Sustainability is an urgent global concern, and this initiative is a significant step towards achieving a more sustainable and inclusive future in the hospitality sector. Destinations, industry associations, travel agencies, and investors endorsing this initiative are heeding the worldwide call for responsible and equitable development in the field of hospitality.

For Jin Jiang, a key player in China's hospitality industry with more than 10,000 hotels, sustainability is a core commitment that aligns with the company's vision for responsible growth. It acknowledges that sustainability is not just an option but a fundamental aspect of delivering exceptional hospitality experiences.

As part of its sustainability efforts, Jin Jiang has undertaken various initiatives, including reducing energy and water consumption, minimising waste, and implementing eco-friendly practices across its properties. The company's dedication to sustainability reflects its role as a responsible corporate citizen in China's thriving tourism sector, setting an example for others to follow.

The ongoing progress of the Hotel Sustainability Basics initiative in China, including the significant efforts of key stakeholders such as SGS, reflects the growing commitment to sustainability within the country's hospitality sector.

SGS, renowned for its expertise in inspection, testing, and certification services, has been pivotal in verifying and validating the sustainability endeavours of hospitality providers, including leading entities such as Jin Jiang.

Julia Simpson, WTTC President & CEO, said: “We are thrilled to welcome Jin Jiang as partner in our Hotel Sustainability Basics initiative. Sustainability is of paramount importance for China and its travellers.

“As we gather here in this beautiful country, it's evident that embracing sustainable tourism practices is crucial for preserving our planet and delivering exceptional experiences to travellers.

“This initiative empowers hotels to make sustainable choices while meeting the evolving expectations of travellers. It's about driving positive change, and Jin Jiang's commitment is a testament to their dedication to creating a more sustainable future for the hospitality industry.”

Mr. Simon Zhang, Jin Jiang Hotels Chairman, said: “As the pioneering supporter of WTTC's Hotel Sustainability Basics and the driving force behind its implementation in China, Jin Jiang Hospitality is steadfast in its commitment to high-quality development, viewing sustainability as the pathway forward, with ESG principles serving as our guiding foundation. Our dedication to this mission is unwavering, as we firmly believe that the time for action is now.”

Wyene Lee, SGS China Vice President, said: “As the official partner of Hospitality Sustainability Basics, SGS is glad to work closely with WTTC, Jinjiang, make efforts to implement the initiative on Hospitality Sustainability Basics for more and more hotels in China.”

Since its launch in April 2022, the Hotel Sustainability Basics initiative has garnered support from thousands of registered hotels worldwide, including renowned hotel groups such as Melia, Radisson, Accor, Louvre, and Meninger.

Incorporating insights from Greenview and extensive consultations with stakeholders, including 11 global hotel brands, the Sustainable Hospitality Alliance, and industry bodies like GSTC, Travalyst, Booking.com, and SHA, this initiative has been shaped to address three fundamental areas of action:

1. Measuring and reducing energy and water consumption, waste, and carbon emissions
2. Implementing crucial environmental protection measures
3. Making positive contributions to the communities where these establishments are located

WTTC continues to champion sustainable growth in the travel and tourism sector, working closely with governments and international institutions to create jobs, boost exports, and promote greater prosperity while safeguarding the environment.

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About the World Travel & Tourism Council

The World Travel & Tourism Council ([WTTC](#)) is the global authority on the economic and social contribution of travel and tourism. WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, boost exports, and generate greater prosperity while safeguarding the environment. With more than 200 CEO members from the world's leading travel companies, WTTC plays a critical role in driving continuous improvements in the industry's sustainability practices.

About Jin Jiang:

Jin Jiang International (Holdings) Co., Ltd., (commonly known as "Jin Jiang") is the largest comprehensive hotel and tourism conglomerates in China. Jin Jiang's core businesses include hotels, travel agency, and transportation. It holds (directly or indirectly) shares in three listed companies: "Jin Jiang Hotel" (A share 600754, B share 900934), "Jin Jiang Online" (A share 600650, B share 900914), and "Jin Jiang Travel" (B share 900929). Currently, Jin Jiang operates over 12,700 hotels with nearly 1.3 million rooms, offering a full range of hotel brands covering full-service and upscale services. These hotels are in 102 countries worldwide, with a membership base exceeding 190 million. According to the latest ranking by HOTELS Magazine's "Top 200 Global Hotel Groups for 2022," Jin Jiang retained its second-place position.

About SGS

[SGS](#) is the world's leading testing, inspection, and certification company. We are recognised as the global benchmark for sustainability, quality and integrity. Today, the SGS Group structure consists of 6 focused areas: Connectivity & Products, Industries & Environment, Health & Nutrition, Natural Resources, Knowledge, Ecommerce & Digital Transformation. SGS' 98,000 employees operate a network of 2,650 offices and laboratories, helping businesses achieve success and sustainability, working together to enable a better, safer and more interconnected world.