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# BEYOND GREEN<sup>SM</sup>

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April 8, 2026

ALL MEMBER MEETING  
THE POWER OF PARTNERSHIP



# BEYOND GREEN<sup>SM</sup>

## AGENDA

1. Welcome & Introductions
  - Brand Updates & Reminders
2. Power of Partnership
  - The Ranch at Laguna Beach
  - Travalyst
3. Q&A

# Welcome New Members



**Gayana Marine Resort**  
Kota Kinabalu, Malaysia



**Bungaraya Island Resort**  
Kota Kinabalu, Malaysia



**Borneo Eagle Resort**  
Kota Kinabalu, Malaysia



**The One Palácio da Anunciada**  
Lisbon, Portugal



**El Silencio Lodge & Spa**  
Sarchi, Alajuela, Costa Rica



**The Lake House on Canandaigua**  
Canandaigua, New York, United States

# Beyond Green Head of Community

## NEW HEAD OF COMMUNITY

In this role formally dedicated to Beyond Green, my goals are to:

- Strengthen our community with more intentional ways to stay connected
- Create more opportunities to share best practices and collaborate with other members
- Amplify your sustainability stories by partnering with our marketing and PR teams
- Work closely with your regional team, who will continue to support account specific needs
- Serve as your primary point of contact to ensure you have everything you need to thrive within our community





# Event Recap

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# ITB Berlin

Nina Boys, Laura Rankin, and Sarah Maxwell represented Beyond Green at ITB Berlin, meeting with key industry partners including the Travel Foundation and Travalyst as well as top media contacts, elevating our brand on a global stage.

## "These Ideas Will Transform Tourism" Panel Takeaways:

- Climate & nature risk = Core business risk
- Adaptation must be financeable to scale
- Community trust is a success metric

View the record session [HERE](#).



# Community Gathering at Swinton Park Hotel

Existing and prospective Beyond Green members came together to explore what it means to advance sustainable hospitality leadership in ways that are tangible, experiential, and commercially meaningful.

- **Member Stories and Learnings**
- **Auditor Insights**
- **Immersive Property Experience**
- **Media Panel**
- **Update on EU & UK Regulations**
- **Interactive 'Best Practice Sharing' Workshop**





# Marketing Initiatives

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**I PREFER**<sup>SM</sup>  
HOTEL REWARDS

## Rewarding Stays & Double Points

Register, Book, and Stay from March 1 –  
April 30 to **Earn 2X I Prefer Points**



Look out for the  
summer campaign as  
well!

— Beyond Green

# Rewarding Stays & Double Points

**Through April 30, 2026**

*I Prefer* Members earn 2X base points on all eligible stays at any *I Prefer* participating hotel when they:

- Register & Book: 22 January – 30 April 2026
- Stay: 1 March – 30 April 2026

Hotels are not required to opt-in for this campaign; all *I Prefer* participating hotels will automatically be enrolled in this promotion (double points funded by *I Prefer*). Applicable to all channels including hotel IBE.

Promote on your channels today and learn more [here](#).



— Beyond Green

# Points for Good

## Earth Day 2026

April 21 – End of May

*I Prefer* Members can donate their *I Prefer* points at cash values to support Wild Impact, and Beyond's non-profit partner, working to protect wild landscapes and seascapes, and the sustainable development of the partner communities that live in and adjacent to them.

- *I Prefer* & Beyond Green will match up to 1 Million Points

Beyond Green hotels are welcome to take part and help spread the word about this initiative!

# I PREFER<sup>SM</sup>

HOTEL REWARDS



— Beyond Green & I Prefer

## NEW: Points Transfer Partners

- No participation fees for hotels
- Make sure you have *I Prefer* rewards nights available to benefit from this program


— Beyond Green

# Tier Upgrade Program

Each year, member hotels actively taking part in *I Prefer* Hotel Rewards are granted 20 upgrades to the Gold tier and 5 upgrades to the Titanium tier.





General Managers and *I Prefer* Loyalty Ambassadors may request Tier Upgrades [here](#).

SILVER   GOLD   **TITANIUM**



**TITANIUM 50,000+ POINTS**

**ALL THE GREAT PERKS OF SILVER AND GOLD, PLUS:**

-  Earn an Additional 50% Bonus Points per Stay
-  Complimentary Food & Beverage Offering
-  Access to Special Offers and Experiences
-  Digital Anniversary Gift

# ABOUT

Beyond Green is a global community of bold leaders advancing sustainable travel.



— Beyond Green

## Brand Evolution

Beyond Green Hotels is built on a foundation of rigorous membership standards and a shared commitment to sustainability leadership.

Beyond Green Consulting expands Beyond Green's reach beyond accommodations, offering strategic guidance that helps partners design impactful experiences, strengthen storytelling, and build frameworks that deliver meaningful benefits for people and place.

Next Steps:

- Website refresh
- Fact Sheet and boilerplates
- Updated logo badge



# THE POWER OF PARTNERSHIP

**Kurt Bjorkman**

**Chief Operating Officer, The Ranch at Laguna Beach**





# Our Approach to Partnerships





# Case Study

## The California Table

A Beyond Green collaboration brought to life through culinary exchange

**The Ranch at Laguna Beach**

+

**Post Ranch Inn**

Concept: A Shared Sense of Place  
Celebrating California's land, producers, and ecosystems

Chef Exchange  
Post Ranch Chef at The Ranch and the Ranch  
Chef at Post Ranch  
Cross-pollination of ideas and teams promoting  
brand – ethos - BG

Sustainability at the Center  
Hyper-local sourcing, seasonal menus, low-  
impact practices

### Impact

Active collaboration between  
Beyond Green hotels  
Elevated guest experience tied to purpose  
Scalable model for future partnerships



# THE POWER OF PARTNERSHIP

**Jo Geneen**

**Director of Engagement & Impact, Travalyst**



A savanna landscape with a large elephant in the foreground and a snow-capped mountain in the background. The elephant is walking towards the left, and a cloud of dust is rising behind it. The background features a large, snow-capped mountain under a clear blue sky.

Travalyst

# Travalyst x Beyond Green

Beyond Green Partner Meeting  
Wednesday 8 April


Jo Geneen, Director of Engagement & Impact

# Travalyst is changing travel -----> for good



A global independent not-for-profit

Aiming to bring sustainability information to the mainstream to help people make more informed travel choices.



Founded by Prince Harry, The Duke of Sussex

We are a pre-competitive coalition of some of the biggest names in travel and technology.



Our partners represent a combined market value of over \$3tn

Our work is guided by an Independent Advisory Group of world-leading academics and sustainability experts.

# THE SYSTEM NEEDS TO CHANGE FOR GOOD

Travel and tourism is responsible for **around 9% of global greenhouse gas emissions**<sup>1</sup>

Travel and tourism represents roughly **10% of all jobs** and **9% of global GDP**<sup>2</sup>

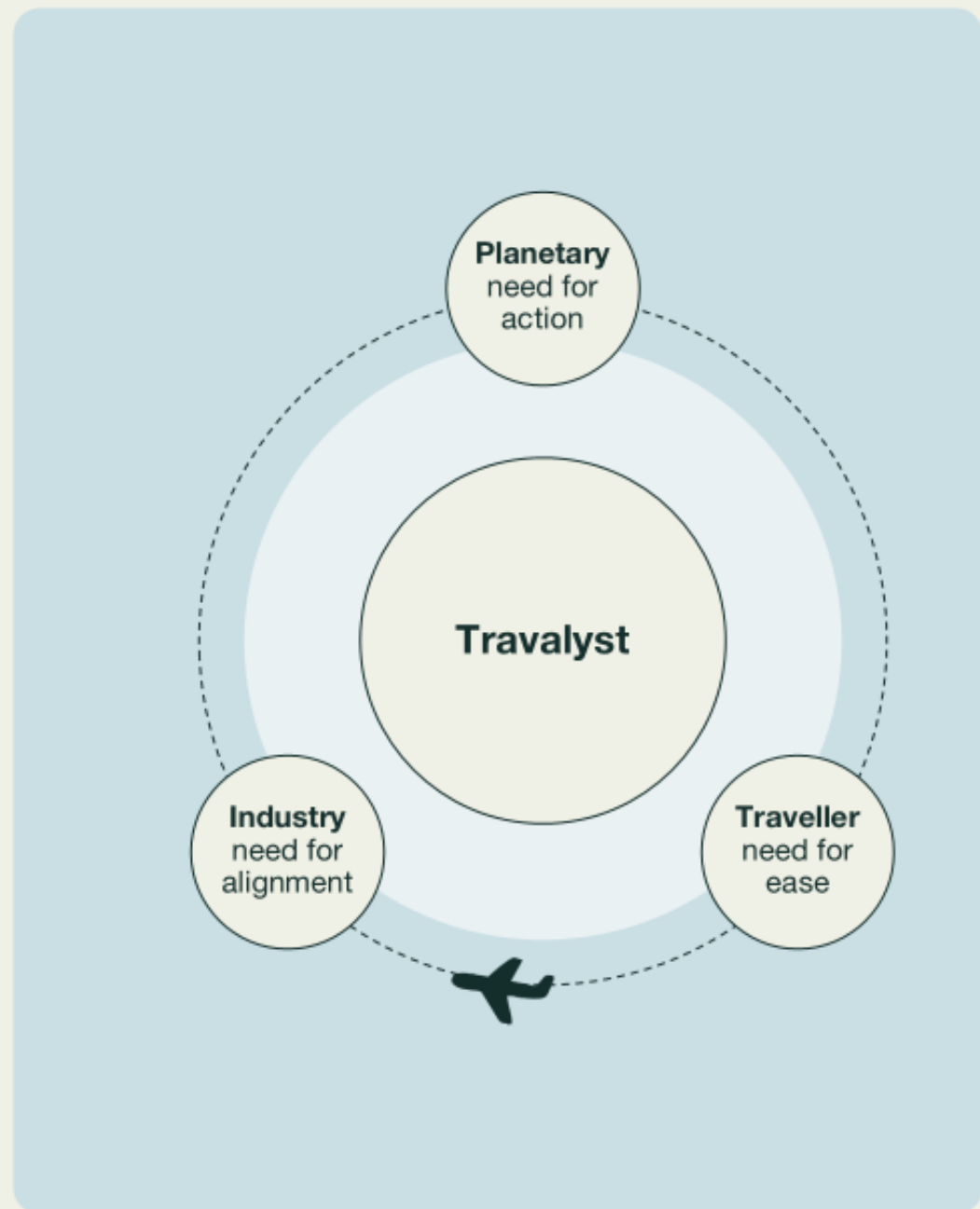
Travel & tourism is a major employer and source of economic livelihood globally, but as global visitor numbers continue to increase, the industry can also have widespread negative impacts on communities, biodiversity, economic equity, and more.

<sup>1</sup> Ya-Yen Sun et al 2024 [report](#)

<sup>2</sup> World Travel and Tourism Council Travel and Tourism Economic Impact 2024 Factsheet

ABOUT

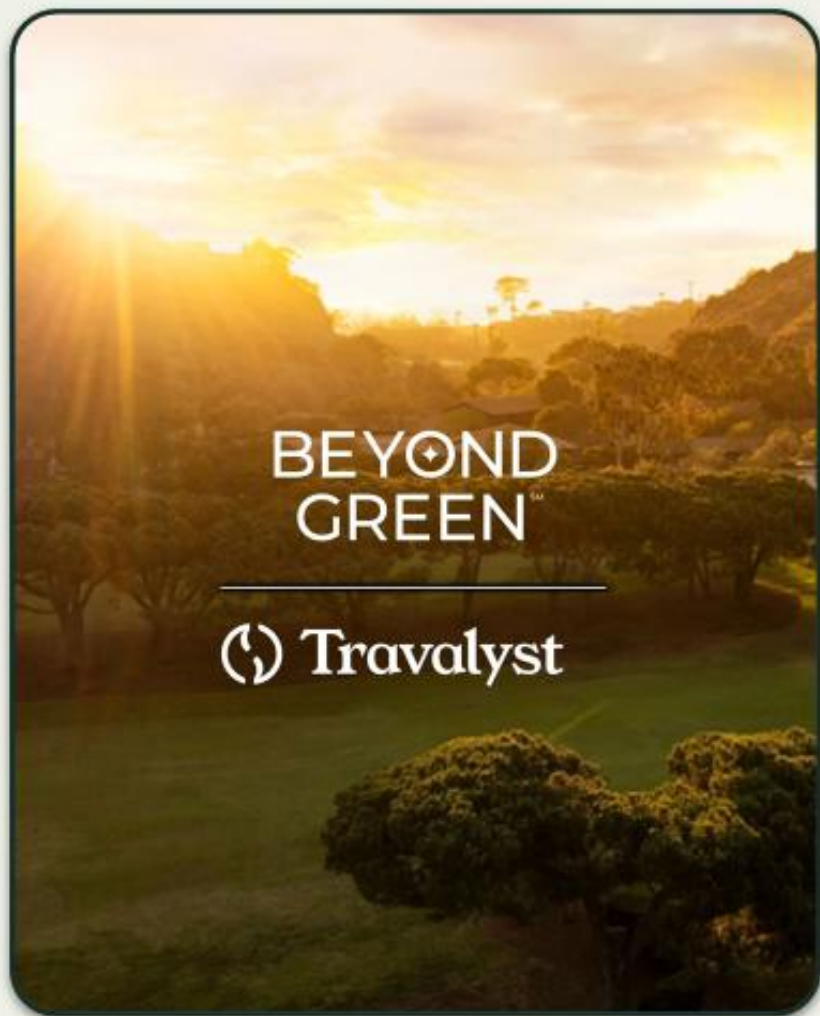
**As an independent not-for-profit, Travalyst mobilises the industry to deliver consistent, credible, and compliant sustainability data that is open for all to use.**



**Partnering to deliver credible and  
compliant sustainability information...**

**...So travellers can make  
more informed choices**

## Collaboration in action



Beyond Green has joined the Travalyst Coalition as the **newest accommodation industry partner**, bringing leadership and real-world sustainability impact from its global hotel portfolio.



The partnership will involve **active collaboration**, including participation in working groups, policy discussions and knowledge-sharing to help **shape industry-wide sustainability solutions**, like the Data Hub, through which we will be advancing consistency and transparency in sustainability data across the travel sector.

## What is Travalyst doing? The Data Hub



The Data Hub is an interoperable system built for anyone in travel and tourism—from hoteliers and certifiers to OTAs, GDSs, travel businesses, corporates, policymakers and travellers.



With a goal to drive positive impact.



Developed in consultation and collaboration with partners. Starting with a focus on accommodation.



Aligned with GHG Protocol now, and is being shaped for future international and EU legislation (e.g. PEFCR, the EU's Empowering Consumers for the Green Transition Directive (ECGT), etc).

# What is Travalyst doing? The Data Hub

## DATA HUB

**Purpose:**

Provide consistent, credible and compliant data at scale

1

Unblock flow of sustainability **data**



2

Make comparable **information** easy to access



3

**Meaningful** use of information through a variety of use cases



4

Inform positive decision making and **actions**

## DATA USERS/DISTRIBUTORS

Catalyse and optimise industry stakeholder business initiatives through access to this data at scale never achieved before

## The Power of our Partnership

- Your independent voices are now helping to shape the global system that will define how hotel sustainability is measured, communicated, and trusted by travellers.
- You are now ensuring global sustainability data systems being built work for all.
- And together, we are connecting the grassroots work to larger industry initiatives.



# Travalyst<sup>®</sup>

Jo Geneen

Contact: [jo.geneen@travalyst.org](mailto:jo.geneen@travalyst.org)

THANK YOU

# Global Leadership Summit at Three Camel Lodge

Save the date and join your fellow Beyond Green members for our Global Leadership Summit, including a media event in Beijing!



## Three Camel Lodge

Gobi Desert, Mongolia



## Aug 26-29, 2026

See agenda and pricing details [here](#).



# Save the date for our next All Member Meeting on September 17th!

*Theme and guest speakers to be announced.*



**Thank you!**

