Green Pearls® is the future!

Darmstadt, March 23, 2017 *** 2017 is another year dedicated to sustainability at Green Pearls® Unique Places. The information and communication platform welcomes two new hotel partners in Milano, Italy, and in Senftenberg, Germany, and increases its focus on sustainable destinations in 2017. Thanks to multifaceted green initiatives, two Green Pearls® partners won the German travel award Goldene Palme by GEO SAISON on this year’s ITB.

Green, green, green hotels....
Eco-chic in Italy’s Fashion Capital no. 1

Starhotels E.c.ho, Milano is the first eco-friendly hotel in the Starhotels group. Situated in the heart of Milan, the sustainable hotel unites high-quality, Italian hospitality with modern eco-design. In the 143 stylish rooms and suites environmentally friendly floors, thermo insulation and sustainable furniture from certified wood belong to the standards. Starhotels E.c.ho supports a healthy, organic lifestyle. Thus, in the relaxed atmosphere of the partner Orto Green Food & Mood Restaurant by Eataly the fresh, bio-organic kitchen serves local products from Milan and the surrounding area. While you can enjoy the picturesque garden view from the hotel’s terrace, the fitness suite attracts with its panoramic city’s skyline view. Thanks to the location close to the central station the Starhotels E.c.ho Milano is near many of the sights such as the Duomo di Milano, Milan’s landmark of the Renaissance, or the famous La Scala theater and guests can reach the hotel environmentally friendly by train.
Holistic health prevention in a castle

The Wellnesshotel Seeschlößchen, at the shore of the Senftenberger See, welcomes its guests with charming rooms, luxurious suits, or in rustic wooden apartments. Here, in the heart of the Lausitzer Seenplatte (lake district), sustainability, responsible consumption, and holistic health take center stage.

The sustainable oasis of pampering is specialized in luxurious Ayurvedic wellness and sustainable health. Next to the spa, bio sauna, and idyllic wellness garden, the guests are invited to relax in a Russian Banja (steam bath) and Turkish Hamam. Only environmental- and health-friendly products with natural ingredients are used. A highlight are the sauna infusions with herbs from the hotel’s own garden. The interior design used natural building materials. The Restaurant “Sandak” takes care of the environmentally conscious food and serves the guests dishes with fresh regional ingredients.

Destinations: sustainable travel experiences one will never forget!
Apart from sustainable hotel partners, Green Pearls® works more and more with sustainable destinations, such as Thailand, and wants to grow this sector in 2017.

“There are many destinations which are involved in sustainable development. Unfortunately, many travelers are unaware of the efforts and green initiatives,” according to Stefany Seipp, managing director at Green Pearls®. “In the future we want the guest to not only be informed about sustainable accommodations, but also about possibilities for an overall sustainable experience at the vacation destination.”

Since February, Juist is the Green Pearls® first German destination. The East Frisian island, in Lower Saxony’s Wadden area, targets to be clime-neutral by 2030. The reason for this is effort is the threat of rising sea levels and storm surges. To counteract climate change many varied initiatives have been started on Juist by the responsible parties for the destination. Juist as a car-free island tries hard to minimized its CO2 footprint. A parliament consisting of longtime guests and islanders stand up for climate-friendly and socially sustainable tourism. Guests and locals are informed about and included in the destination’s efforts with the project KlimaInsel. Especially children are to be educated within the scope of the children’s university through interesting presentations and games about climate change, climate protection, and sustainability. Green Pearls® accompanies Juist on its way to climate neutrality and supports its pioneer destination to spread the word about
its exemplary green stories.

And the winner is... GEO SAISON Goldene Palme 2017

GEO SAISON awards the Goldene Palme, the German travel award, at the ITB for the best innovations in the travel industry annually. Following the trend in the travel world, for the first time the award was aimed not only at travel agencies but also at the whole travel industry. Innovative products and services in the categories destinations, hotels, travel agencies, aviation, and responsible tourism were acknowledged. For the first time at ITB Berlin, partner of the Goldene Palme 2017, the “Newcomer”-award was presented.

Green Pearls® won twice. In the category responsible tourism the Creativhotel Luise won third place. The climate-positive hotel is considered as pioneer among the sustainable hotel industry. Manager Ben Förtsch continues the sustainability concept
in the third generation with solar panels, strict focus on regionality, and support of environmental projects.

The Newcomer award was given to HiveSters – a platform for local and authentic travel experiences in Thailand. The sisters Achi and Mint found the organization to support the climate-friendly and socially sustainable travel activities, to make the “real” Thailand known, and to contribute to the sustainable development of the local tourism.

The German Green Pearls GmbH with place of business in Darmstadt, Germany unifies international tourism companies that support environmental protection and demonstrate social commitment. Thereby, Green Pearls is the first holding company worldwide that consolidates sustainable hotels, destinations and restaurants in a global data source.

Among the criteria of admission to Green Pearls, are a sustainability plan on management level, sustainable architecture, comprehensive water, energy saving and waste recovery measures, the use of seasonal and regional ingredients in the kitchen, as well as a large commitment for the social balance in each of the vacation regions.

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