



A roundup of independent hotel news

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This month's roundup of news from the independent hotel sector includes: A look at the Beyond Green brand; Pacifica Hotels CEO on company focus; two hoteliers' foray into independents; and more.

By [the HNN editorial staff](#)

Beyond Green aims to spur sustainability

[Founding members of the Beyond Green brand](#), which launched in November as part of the Preferred Hotel Group, the family-owned parent company of Preferred Hotels & Resorts, discussed how sharing sustainability best practices can help spur positive change in the industry, reports Hotel News Now's Robert McCune.

The new collection of environmentally conscious hotels derives from a collaboration with sustainable tourism consultancy Beyond Green Travel.

"This is not about pure profit; it's not about just doing things for our own good. It's about sharing and learning. ... It's a wonderful opportunity for us as an industry, and a collection of properties, to say you can run a commercial enterprise sustainably and do good for the planet based on your footprint," said Brett Tollman, CEO of The Travel Corporation and Red Carnation Hotels, which has three founding member properties. "You can do well by supporting local communities and local cultures. ... We also recognize the threat of Airbnb experiences. For example, what we've done to compete with that is to ensure we're offering local experiences. You can stay at Ashford Castle, and we will take you ... to spend a day with a farmer or a sheepdog breeder or someone who makes peat moss that they use to make fires ... really local, immersive experiences. ... In doing so, we're obviously providing them (locals) with an additional livelihood, and the opportunity to tell their stories. ... That, I think, is a very beneficial and holistic or a virtuous circle."