

# TRAVEL COURIER®

Industry works hard to make the world a better place

A photograph of a person sitting on a cliff, looking out over a city at sunset. The sky is filled with vibrant colors of orange, red, and blue. The city lights are visible in the distance, and a body of water is in the foreground.

The travel industry is full of good deeds to meet  
natural needs

Story: Ian Stalker

Top photo: Michelle Valberg

Photo: Joshua Earle

Let the good deeds roll.

It's clear that the travel industry is full of people who are committed to make this world a better place.

Travel Courier has found numerous examples of those in tourism who are lending a helping hand to others, sometimes repeatedly.

Travel Courier is proud to introduce them to you.

# Compassion for Mother Earth

PREFERRED HOTEL GROUP



The Preferred Hotel Group marked Earth Day by showing compassion to Mother Earth. Preferred Hotel Group – which operates Preferred Hotels & Resorts – created a way for travelers to give back to the planet in a meaningful way by donating points they have earned through membership in the brand's I Prefer Hotel Rewards program.

"After an eye-opening year of reflection during which people have become hyper-mindful of the world around them, Preferred has prioritized addressing this growing desire to make thoughtful decisions that positively impact the environment. Its new I Prefer Points for Good initiative allows I Prefer members to donate their points at cash value to the Ocean Heroes Network, a global non-profit organization that supports the potential of emerging youth leaders by equipping them with the tools to transform their passion for ocean health into tide-turning careers," Preferred Hotel Group said.

From April 22 (Earth Day) through April 30, members could log on to their personal profiles via IPrefer.com to redeem and donate points in increments of \$5, \$10, and \$20, with all proceeds going directly to the Ocean Heroes Network.

"As the world reopens, Earth Day serves as a gentle reminder that taking care of the planet should be a priority for all – and always moving ahead – and Preferred is honored to support the global movement through I Prefer Points for Good," Preferred Hotel Group said.