

TRAVEL WEEKLY

Earth Day programs take root across travel



Donation programs from Preferred, Hurtigruten, Hopper

Preferred Hotel Group, which operates Preferred Hotels & Resorts and the Beyond Green sustainable hotel network, unveiled I Prefer Points for Good.

The initiative allows members of Preferred's I Prefer loyalty platform to donate their points at cash value to the Ocean Heroes Network, a nonprofit that equips young people with the tools and training needed to become ocean health advocates.

The I Prefer Points for Good program will run between April 22 and April 30, with members able to donate points in increments of \$5, \$10 or \$20 directly to the Ocean Heroes Network.

Hurtigruten Expeditions said it will donate 1% of the total cost of every Alaskan cruise sold this week in honor of Earth Week. The line also launched an Earth Week sale that runs through April 26 of up to 40% off Alaska and Norwegian cruises through 2023. The funds will be given to the Alaska Wilderness League to help protect the Arctic National Wildlife Refuge, located in Alaska's northeast corner, and other wildlife reserves.

Beginning on Earth Day, the booking and price-predicting app Hopper will donate funds for tree-planting with every flight, rental car or hotel booking it receives.

Hopper expects to facilitate the planting of more than 6 million trees this year in Madagascar, Mozambique, Indonesia, Kenya, Haiti and Nepal in partnership with the nonprofit Eden Reforestation Projects.

Hopper said it will plant up to four trees per booking, guided by the EPA's carbon sequestration calendar. The app says it is the first to offer free CO2 emissions offsets to customers.