



www.consciouscertifiedhotels.com



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Conscious Certified HotelsSM (CCH) is a hospitality collection that provides travelers authentic and sustainable travel experiences that positively influence host communities.

Hotels are hand-picked and strategically located in dynamic and flourishing cities throughout the U.S. and Canada, where there is an existing appetite for sustainable travel.

The CCH is composed of carefully curated hotel selections within four distinct hotel categories: lifestyle/business, luxury, resorts, and select-service.



MISSION

Create an authentic experience that connects the core values of the conscious traveler with local communities to drive a positive, measurable impact.

VISION

Changing lives through conscious travel.



HOSPITALITY *with* HEARTSM

Hospitality may start with a stay, but we've designed our hotels to be much more than that. Modern guests aren't satisfied with just comfort and luxury—they have a desire to do good, feel good and live well.

We want our guests to feel fulfilled, arriving with their deeply personal aspirations and encountering experiences that resonate within.



A MODERN WAY TO TRAVEL CONSCIOUSLY

There is a new class of travelers in the market—the conscious traveler(s). Conscious travel focuses on delivering value-centric experiences for guests that sustain host communities.

Sustainability has become one of the deciding factors when planning travel and accommodations. Therefore, hospitality brands must quickly adapt to this growing movement.

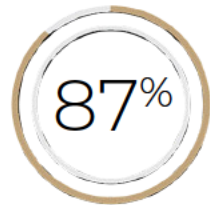
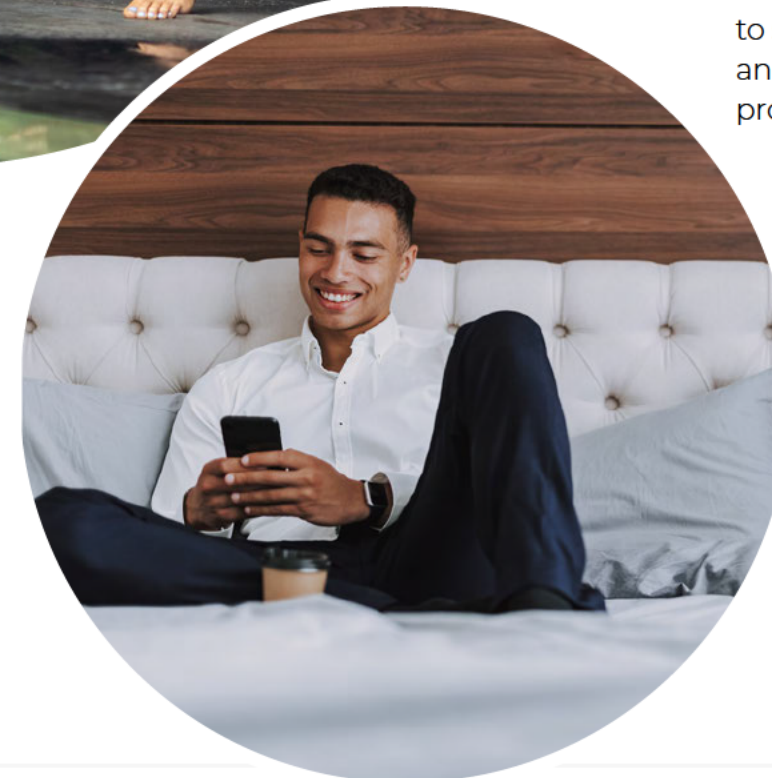
As the first of its kind, CCH is designed to meet the conscious traveler every step of the way.



CONSCIOUSNESS GOES *Mainstream*

An increasing number of companies are including give-back programs that have become an integral part of their brand. Along with offering high-quality consumer goods, these companies provide the same products or services to communities in need.

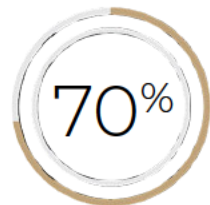
This is an emerging segment in hospitality. A recent study found that 33% of guests prefer to stay at hotels that actively contribute to and incorporate environmental and social programs into their business model.³



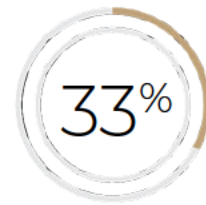
87% of global travelers want to travel sustainably.¹



36% of travelers in 2019 would select one organization over another based on its environmental record alone.²



70% of global travelers would be more likely to book eco-friendly accommodations.¹



33% of guests prefer hotels with environmental and social programs. Among guests younger than 25, that number jumped to 44%.³

Notes:
 1. Sourced from Booking.com 2019 Travel Report.
 2. Sourced from ABTA Travel Trends Report 2019.
 3. Sourced from 2018 Hilton Survey of 72,000 Hilton guests.

GIVING BACK MOVES US *forward*

Conscious Certified Hotels bring intention and humanity to exploration.

We exist to change lives through conscious travel by creating authentic experiences that connect the core values of the modern explorer with local communities to drive a positive, measurable impact.

CCH has committed to donating [REDACTED] to local charities. Each hotel, every time. This is how we ensure countless lives find the real change we all dream of.

Joining carefully curated experiences with local partnerships, we create positive change in lives all around us.



THE PILLARS THAT *guide us*

Grounding the guest experience, our three pillars shape and guide each decision we make, from day-to-day operations to future expansion plans.

SOCIAL CONSCIOUSNESS

Supporting local businesses, enriching culture through education and empowering our community to reach new heights.

HEALTH CONSCIOUSNESS

From wellness-focused amenities to extensive hygiene protocols and non-toxic materials, CCH places an emphasis on health.

ENVIRONMENTAL CONSCIOUSNESS

Embracing ecology, reducing our carbon footprint, eliminating unnecessary consumption and sourcing responsibly waste, water, and energy.



CHOICES *create* CHANGE

We Create Opportunities

Having to choose between quality and sustainable travel experience is no longer an issue. CCH creates intrinsic value along with opportunities for guests to contribute to the community and its residents.

CCH will deliver a distinctive set of value experiences that become accretive to both the guests and its surrounding communities.



Conscious Partnerships



Committed to Impacting Communities



Inspired by Modern Values



Industry-leading Service

HOTELS THAT *Care*

More than artful masterpieces, our hotels are created to be functional figures in our local spheres, driving long-term growth and sustainability that extends far beyond just an enjoyable, luxury experience.

COMMITMENT

A percentage of proceeds will be reinvested in the host community in the form of [redacted] educational and direct donations.

ACCOUNTABILITY

For transparency purposes, CGI will conduct annual audits to measure the impact of each dollar invested.

MULTIPLIER EFFECT

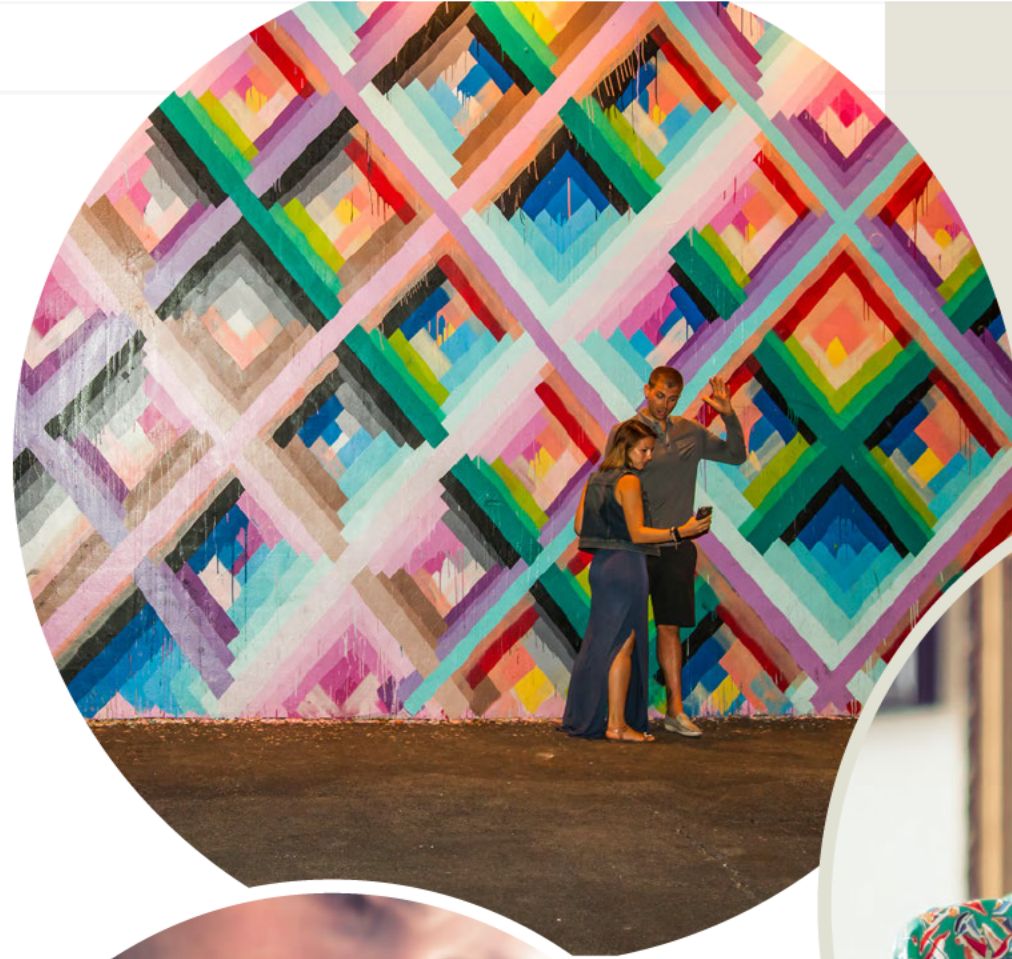
Every dollar invested will not only produce a sustainable return, but will also effectively generate value and opportunities for communities.



THE CONSCIOUS *experience*

Infused with the energy and vibrancy of each city, the CCH Collection—made up of boutique hotels backed by █████—is thoughtfully designed to capture curious minds in style.

Featuring a unique design philosophy created in partnership with a renowned sustainable design-build firm, our properties apply natural, destination-centric design to create a distinct sense of place for each guest.



EXPLORE *Boldly*

Challenging the status quo by connecting to its destinations through authentic, immersive experiences, the Conscious Certified Hotels collection rethinks the scene of each location.

No two CCH stays are the same. CCH prides itself in offering guests an array of ways to personalize their stay and suggestions beyond the four walls to experience our host cities like locals.





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