



AINA HOSPITALITY

## AINA HOSPITALITY CELEBRATES THE GSTC CERTIFICATION The three properties comply with the highest ESG standards

**Luxembourg, July 26, 2023** – Aina Hospitality celebrates that its portfolio, including MGallery Le Louise in Brussels, MGallery Am Konzerthaus Hotel in Vienna and Novotel Belleville Hotel in Paris, have been certified to the Global Sustainable Tourism Council (GSTC) industry criteria for hotels and accommodations by the accreditation body Vireo SRL. The certification bears testament of the continued efforts of Aina's asset managers and Accor as operator in implementing innovative sustainable solutions that marry world-class hospitality with sustainability.



Pictured: MGallery Le Louise Hotel Brussels

Each hotel has annual performance goals in energy, waste, water, resource management, sustainable and local procurement, and special focus on preserving and promoting cultural heritage, entrepreneurs, and local communities. Being certified means that the three hotels comply with the highest social and environmental standards. The GSTC Industry Criteria for hotels promote practices around four main themes: effective sustainable management, maximize social and economic benefits to the local community, cultural heritage, and environment while minimizing negative impacts.

Ramon Perez, VP Asset & Project Management of Aina Hospitality, mentioned: “We are very proud of this remarkable achievement and congratulate all teams. This is the result of the hard work and dedication put into the sustainability practices at the hotels.”

Liza Masias, Co-Founder of Aina Hospitality mentioned: “This certification proves that ESG is at the core of our business and that we are progressing in the goals we have set for our teams.”

[www.ainahospitality.com](http://www.ainahospitality.com)



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### **About the GSTC**



*MGallery Le Louise Hotel Brussels, MGallery Am Konzerthaus Vienna and Novotel Paris 20 Belleville are proud to be certified by GSTC.*

*The GSTC is an independent and neutral organization, legally registered in the USA as a 501(c)3 non-profit organization that represents a diverse and global membership, including national and provincial governments, leading travel companies, hotels, tour operators, NGO's, individuals and communities – all striving to achieve best practices in sustainable tourism. It is a virtual organization without a main office, with staff and volunteers working from all six populated continents. Financial support from donations, sponsorship, and membership fees allows us to provide services at low costs and to create, revise, and make available the GSTC Criteria. GSTC is an ISEAL Community Member.*

*The GSTC Criteria form the foundation for GSTC's assurance role for Certification Bodies that certify hotels/accommodations, tour operators, and destinations as having sustainable policies and practices in place. GSTC does not directly certify any products or services but provides accreditation to those that do. The GSTC is an independent and neutral USA-registered 501(c)3 non-profit organization that represents a diverse and global membership, including national and provincial governments, leading travel companies, hotels, tour operators, NGOs, individuals and communities – all striving to achieve best practices in sustainable tourism.*

### **About Aina Hospitality:**

*AINA Hospitality is a real estate private equity firm investing in hotels across major European cities. AINA creates substantial value by combining hospitality, real estate, corporate finance, and sustainability.*

*With a team of more than twenty professionals in three offices (Luxembourg, Principality of Andorra and Barcelona, Spain), we leverage our deep experience and expertise in hospitality, corporate finance, real estate, and sustainable integration to identify a rich field of investment opportunities others may overlook. We apply this combined expertise to recognize untapped value in hospitality assets, and then recognize that value by delivering improvement in business operations, finance, infrastructure, workplace culture and environmental footprint.*

### **For more information please contact:**

**Carolina Thiede**

Communications & Investor Relations

[thiede@ainahospitality.com](mailto:thiede@ainahospitality.com) - [www.ainahospitality.com](http://www.ainahospitality.com)

Instagram: <https://www.instagram.com/ainahospitality/>

LinkedIn: <https://lu.linkedin.com/company/aina-hospitality>