



NEWS & UPDATES FOR A MORE SUSTAINABLE SUMMER OF TRAVEL (& beyond)

June 2019: In readiness for summer travel, itmustbeNOW.com (NOW) is launching the [NOW Offset Carbon](#) tool, a carbon calculator and offset technology powered by SouthPole. Live on the website from 25 June, the tool provides travellers with confidence when offsetting their carbon emissions, contributing to specific projects around the world.

This new tool has been created in strategic partnership with [South Pole](#), a consultancy that provides solutions worldwide on all sustainability issues, as part of NOW's wider dual purpose of providing useful resources for conscientious travellers, as well as proposing simple and effective sustainability solutions for hoteliers.

As well as offsetting carbon emissions, NOW has announced its top 25 tips for travelling sustainably, suggesting smarter choices from the destinations and modes of travel we choose, to the sunscreen we buy and booking platforms we use. The full list of 25 can be viewed on the [NOW website here](#).

NOW was launched as a sustainable travel and tourism initiative in April 2017 by Onno and Alexa Poortier, in alliance with industry advisory groups. Two years on, they are heading towards 50 hotels approved in the [NOW Track & Book](#) section (soon to be uploaded onto the site), with more in the pipeline and a partnership in place with Preferred Hotels & Resorts.

Looking ahead, the new **NOW Guide to Sustainable Travel** is planned for late 2019, featuring hotels approved and listed in the NOW Track & Book. The initial focus will be on properties worldwide, while a second version will include cities, resorts and retreats.

NOW co-founder Alexa Poortier said, "There is an urgent need for the travel industry - as well as travellers - to step up and take action immediately. It should no longer be referred to as climate change, but as a 'climate emergency'. People will always want to travel, and our purpose is to help them make smarter and sustainable choices in the ways they do it"

NOW provides a one-stop-shop for inspiration, planning and booking sustainable travel, as well as helping to make a practical difference through offsetting carbon emissions. Travellers can discover extraordinary and responsible properties around the world, that go further and



are certified by EarthCheck, and then book directly through the NOW Track and Book tool, with no commissions charged.

NOW also offers a 'solution' for inspiring and responsible properties that want to commit to sustainability, but need a structure, an accredited sustainability programme, and technologies to track and communicate social and environmental sustainability performance.

To be inspired: [watch this](#) or Visit: www.itmustbenow.com

Follow on Twitter: @itmustbeNOW

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- ENDS -

NOTE TO EDITORS

About itmustbeNOW

NOW is a legacy project, created by travel industry stalwarts Onno and Alexa Poortier, in alliance with industry advisory groups. The initiative launched on Earth Day April 22, 2017 with two purposes and two action focus for travellers and the travel industry (hospitality & tourism).

Working as a 'Force for Good', NOW's mission is to create a global community of consumers who are passionate about travel and want to help tackle the environmental and social challenges facing our planet. The aim is also to achieve a shift in attitude and behaviour in the hospitality sector of the travel industry, to ensure it takes responsibility for their total impact on the communities and environments where they do business, to ensure it thrives.

EarthCheck partner

"EarthCheck is extremely excited to be working with the NOW team. We are impressed with their passion to advance sustainability and responsible business practices in the travel and tourism industry and for their commitment to raise the bar on industry reporting standards. NOW will ask the right questions and provide insights and advice on what best practice really



looks like. Tourism desperately needs an open and honest conversation on sustainable business practices. NOW will provide that.” Stewart Moore, founder and CEO of EarthCheck.

South Pole

South Pole is a leading provider of global sustainability financing solutions and services. They work with businesses and governments across the globe and help realise deep decarbonisation pathways across industries, based on a thorough understanding of climate risks and opportunities in specific sectors, as well as the highest emission reduction standards.

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Notes to editors

About ONNO POORTIER, Founder, Chairman and CEO of NOW Transforming Hospitality GmbH

A respected hotelier and professional, O. Poortier’s extensive international hotel consultancy, asset management, business development, corporate organisation, marketing and operational management experience spanned 5 decades with luxury deluxe hotel brands in Asia Pacific, Europe, Middle East and USA. As Chairman, Board Director and Board Advisor of numerous luxury deluxe hotels and marketing alliances for over 30 years, he travels worldwide and maintains an active and leading role in the industry.

O. Poortier founded REMbrandT Management Services Limited in 2000 to advise and develop unique luxury hotel brands and managed assets. During his 24 year hotel career with the prestigious Peninsula Hotels (1979-2003), he led the group's negotiations, expansion and development into the USA, Asia Pacific and Europe for 15 years (Vice President 1985-1987, Executive Vice President 1987-1992, President 1992-2000), and served as Board Director. His early management career in Switzerland with the Beau Rivage Palace Lausanne focused on refined service and the luxury hotel experience for discerning travellers.

At this most urgent of times, O. Poortier believes that travellers will increasingly expect hotel companies worldwide to be more responsible and credibly proven to be sustainable; and that sustainability presents the hospitality industry with an enormous opportunity to collaborate and make more good things happen, to positively impact many lives and to help the industry



thrive in an increasingly competitive world.

About ALEXA POORTIER, Founder of NOW Transforming Hospitality GmbH

An energetic and highly motivated professional with over 35 years international business development, marketing, brand communications and hotel operations experience, Alexa had the privilege to reside in many countries and travel worldwide with her family, experience extraordinary cultures and destinations, and develop global connections and friendships.

Alexa co-founded REMbrandT Management Services Limited in 2000, and provided marketing and brand communications advice to launch and create global awareness of luxury hotel brands. A creative and strategic problem solver, Alexa led an international team as VP, Business Development and Marketing to distribute channels and negotiate joint ventures for media networks NewsCorp/Star TV, Sumitomo/JetTV and CNBC/ABN in Asia Pacific, E.Europe, Middle East and S.America for a decade. As Group Director with O&M/JMA PR, Alexa launched and managed brand communication campaigns for global consumer and luxury brands in Taiwan, China and HK. Her early middle management career experience in Front Office and PR were with luxury hotels in Canada and Hong Kong.

At this most urgent of times, Alexa believes that each of us has the responsibility to act NOW to help keep our planet healthy for us and future generations. Having seen how travel drives economies and growth, as well as the shocking negative impacts created by people and companies in many destinations, Alexa believes that each of the billion people who travel today has enormous power to drive global change by choosing to only support companies which are credibly sustainable, socially responsible and visibly transparent about their principled business practice.

The NOW founders are supported by strategic advisors and partners

Mr. Stewart Moore, Founder and CEO of EarthCheck, an Australian headquartered environmental management and advisory company which operates in over 70 countries across 32 industries. Its flagship product, EarthCheck Certified, is the world's leading scientific benchmarking and certification program for the Travel & Tourism industry. (www.earthcheck.org)

Mr. Yateendra Sinh is the Founder of Y.S. & Associates and previous CEO of Lausanne Hospitality Consulting SA, a Swiss knowledge development and management advisory company, the consulting and executive education division of Ecole hôtelière de Lausanne (www.lhcconsulting.com / www.ehl.ch).

Dr. Susanne Becken, Director of the Griffith Institute for Tourism and a Professor of Sustainable Tourism at Griffith University, Australia. Susanne has worked as a tourism



researcher and consultant for 18 years and has led or contributed to over 30 projects related to sustainable destination management, climate change, energy and water use, and resilience. Susanne understands the challenge of facilitating business and community prosperity, whilst minimising the environmental and social costs from tourism. Clients included the UNWTO, UNISDR, UNEP, UNDP, GIZ, the New Zealand Ministry of Tourism, EarthCheck, South Pacific Tourism Organisation, Australian Department of Environment, Queensland Tourism Industry Council, and the City of Gold Coast.