BEYOND GREEN COMMUNITY UNITES FOR GLOBAL CLEANUP

SUMMARY: *As part of its Impact in Five fifth anniversary celebrations, Beyond Green mobilized its global community through a coordinated Global Cleanup initiative in recognition of World Cleanup Day and National Cleanup Month. Member hotels and associates across three continents led local cleanups and environmental stewardship activities, demonstrating the brand's commitment to placing purpose and responsibility at the heart of travel.*

New York, New York – October 8, 2026: Beyond Green, a global community of bold leaders advancing sustainable travel, brought together member properties and associates around the world throughout September for a coordinated Global Cleanup initiative in honor of World Cleanup Day on September 20 and National Cleanup Month in the United States.

As part of the brand's year-long "Impact in Five" fifth-anniversary celebration, member hotels organized cleanup and stewardship activities in their local communities, from beaches and lakeshores to village roads, public parks, and schools. Together, these efforts demonstrate how hospitality businesses can help care for the destinations they depend on through practical, community-driven action. The Global Cleanup is one of several initiatives taking place throughout 2026 to celebrate five years of community, collaboration, and positive impact across the Beyond Green network.

"The destinations our members call home are at the heart of every guest experience," said **Philipp Weghmann, President, Beyond Green**. "Whether cleaning a shoreline, restoring a public space, or supporting local environmental initiatives, every cleanup was unique to its destination, yet together they reflected a shared commitment to caring for the people, communities, and natural environments that make travel meaningful."

Global activities included:

The Palms Hotel & Spa **(Miami Beach, Florida, United States):** In partnership with VolunteerCleanup.org and Clean Miami-Dade, 40 team members, guests, and local volunteers removed 97 pounds of trash from Miami Beach ahead of World Cleanup Day. Participants also logged their findings through the Ocean Conservancy's Clean Swell app, contributing valuable citizen-science data on marine pollution.

Arenas Del Mar **(Manuel Antonio, Costa Rica):** Eleven team members took part in a two-hour cleanup of Espadilla Beach, covering more than one mile of coastline. Together they collected around 88 pounds of waste, split evenly between small plastics, cigarette

butts, Styrofoam and other non-recyclable items, and recyclable glass, plastic and aluminum cans.

The Lake House on Canandaigua (Canandaigua, New York, United States): Teams of employees took part in a community trash walk across two sessions, setting out from the hotel and following the lakeshore to clean the public park and surrounding areas of the local town.

Talaia Plaza EcoResort (Begur, Spain): Through its Fundación Plaza Terra Viva, the resort regularly organizes beach and coastal cleanups to protect the Costa Brava and raise awareness among guests and the local community. In early September, the team collected three bags of trash from the coastline surrounding the resort.

Dromoland Castle (Newmarket-on-Fergus, Ireland): Ten team members collected 176 pounds of trash from roadsides surrounding the estate and nearby village, helping protect local habitats and wildlife while supporting the community's broader environmental efforts.

STARHOTELS E.C.HO (Milan, Italy): In support of the Global Cleanup, the hotel held its customary plogging day, combining jogging with litter collection, in collaboration with Centrale District, a local association of which it is a member.

The One Palácio da Anunciada (Lisbon, Portugal): On World Cleanup Day itself, the hotel team came together for a beach cleanup close to Lisbon's city center, helping to protect the coastline and oceans and keep the shoreline clean for the local community and marine life.

Beyond Green associates also took part in cleanup efforts across three continents. Team members in **London** and **New York** organized community projects and trash pickup, while others joined local environmental initiatives, including trail maintenance in **Denver**'s Red Rocks Park and a city cleanup in **Tokyo**. Together, these efforts reinforced the spirit of collective action that defines the Beyond Green community. As Beyond Green continues to expand its network of sustainable accommodations, the brand remains steadfast in its mission to inspire travelers to make a positive impact on the planet. By encouraging small, local actions that add up to a global effort, Beyond Green members are helping to lead the way towards a more responsible future for travel.

To find out more about Beyond Green and explore the portfolio, visit StayBeyondGreen.com.

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ABOUT BEYOND GREEN

Beyond Green is a global community of bold leaders advancing sustainable travel. Operated by Preferred Travel Group, the brand includes Beyond Green Hotels – a portfolio of vetted member hotels, resorts, lodges, and other unique accommodations evaluated against rigorous membership criteria aligned with the United Nations Sustainable Development Goals and other global leadership standards – and Beyond Green Consulting, which delivers strategic guidance to destinations, hospitality brands, and governments, among other mission aligned organizations. Supported by a network of sustainable tourism experts, Beyond Green fosters a culture of bold leadership and

collaborative learning, empowering travelers to make informed choices and industry partners to scale collective impact for both people and the planet.