

# BEYOND GREEN

## 2026 BEYOND GREEN FACT SHEET

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| <b>ABOUT</b>                                                                                                                             | Beyond Green is a global community of bold leaders advancing sustainable travel.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>VISION</b>                                                                                                                            | Beyond Green envisions travel as a catalyst for connection, stewardship, and lasting positive impact. As a global community of bold leaders, the brand brings together vetted member properties and mission-aligned partners who are committed to protecting nature, honoring culture, and empowering local communities. By advancing shared values and driving meaningful change, Beyond Green promotes a more thoughtful and impactful way to explore the world.                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>LEADERSHIP TEAM</b>                                                                                                                   | John Ueberroth, Executive Chairman<br>Gail Ueberroth, Vice Chair & Chief Creative Officer<br>Lindsey Ueberroth, Chief Executive Officer<br>Philipp Weghmann, President<br>Nina Boys, Vice President, Sustainability & Beyond Green<br>Laura Rankin, Head of Community                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>EXECUTIVE OFFICE</b>                                                                                                                  | 26 Corporate Plaza Drive, Suite 150<br>Newport Beach, CA 92660                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>WEBSITE &amp; SOCIAL MEDIA</b>                                                                                                        | Website: <a href="https://StayBeyondGreen.com">StayBeyondGreen.com</a><br>Instagram: <a href="https://www.instagram.com/staybeyondgreen">@staybeyondgreen</a><br>Facebook: <a href="https://www.facebook.com/staybeyondgreen">@staybeyondgreen</a><br>LinkedIn: <a href="https://www.linkedin.com/company/beyond-green">Beyond Green</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>BRAND OVERVIEW AND STRUCTURE</b><br><br><i>Beyond Green Hotels</i><br><br><i>Beyond Green Consulting</i><br><br><i>Parent Company</i> | <p>United by a mission to drive positive impact across the industry and around the world, Beyond Green is a global community of bold leaders advancing sustainable travel. Operated by Preferred Travel Group, the brand encompasses two entities: Beyond Green Hotels, a leadership portfolio of vetted properties meeting rigorous membership criteria, and Beyond Green Consulting, which shapes and supports strategies for destinations, hotels, and travel companies around the world that protect nature, celebrate culture, and empower local communities.</p> <p><b>Beyond Green Hotels</b><br/>Beyond Green Hotels is a leadership portfolio of member hotels, resorts, and other unique accommodations committed to sustainability and to delivering guest experiences that create meaningful, positive impact. Each property is thoroughly vetted for excellence in environmental</p> |

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|                          | <p>stewardship, cultural preservation and celebration, meaningful engagement with local communities, and sustainable tourism management. Properties are also evaluated for world-class hospitality, updated facilities, and immersive activities that offer deeper access to the destinations they call home.</p> <p><b>Beyond Green Consulting</b><br/>Under the leadership of Nina Boys, Vice President of Sustainability and Beyond Green, Beyond Green Consulting delivers strategic guidance to destinations, hospitality brands, governments, and mission-aligned organizations, supported by a global network of experts. The integration of consulting into the Beyond Green brand in late 2025 strengthens the company's ability to empower clients across the travel industry in leveraging sustainable travel to drive business success while maximizing meaningful benefits for people, places, and the planet.</p> <p><b>Parent Company</b><br/>Beyond Green is an entity of Preferred Travel Group – the family-owned parent company of brands and programs including Preferred Hotels &amp; Resorts, Historic Hotels of America, Historic Hotels Worldwide, and PTG Consulting, representing a global portfolio of more than 1,100 hotels, resorts, and residences across 90 countries, in addition to a number of destinations such as Suzhou, China and Guadalajara, Mexico. With more than 350 seasoned travel professionals situated across 35 locations worldwide, the company connects independent hotels, hospitality companies, destinations, and tourism bureaus to key markets worldwide through a variety of strategic branding, sales, integrated marketing, revenue management, and comprehensive distribution services, along with other consultancy services.</p> |
| <b>BRAND POSITIONING</b> | <p><b>Brand Values:</b> Beyond Green is guided by a responsibility to lead with purpose and transparency. As a global leadership community advancing sustainable travel, the brand is committed to:</p> <ul style="list-style-type: none"> <li>• Fostering a global community of changemakers who share knowledge, champion progress, and collaborate to create a more equitable, impactful, and resilient future for travel and communities</li> <li>• Serving as a trusted voice in the travel space, advocating for responsible tourism that prioritizes people and the planet</li> <li>• Operating with transparency and holding itself accountable to rigorous standards of impact and integrity</li> <li>• Elevating awareness of member hotels and partners' commitment and impact, encouraging more properties to join the movement</li> <li>• Empowering travelers to find vetted, mission-driven accommodations that inspire through human connection and meaningful hospitality while fueling direct support of local Nature, Culture and Community</li> </ul> <p><b>Brand Pillars:</b></p> <ul style="list-style-type: none"> <li>• Nature – Protecting biodiversity and natural resources through conservation and responsible operations</li> <li>• Culture – Honoring heritage, traditions, and local identity through respectful engagement</li> <li>• Community – Supporting local economies, empowering people, and fostering inclusive growth</li> </ul>                                                                                                                                                                                                                                                                                                                     |

**Brand Partnerships:** Strategic partnerships with mission-aligned organizations are central to Beyond Green's approach to catalyzing industry-wide change. By collaborating with leading coalitions and innovators, Beyond Green advances shared goals, strengthens sector alignment, and expands collective impact. Current partnerships include:

- **andBeyond** – Beyond Green expanded its partnership with andBeyond beginning in 2024, growing from an initial group of four member properties to a total of 26 over the following year. Each new andBeyond property completed an independent on-site evaluation to confirm alignment with Beyond Green's sustainability indicators.
- **The Travel Foundation** – As the Lead Accommodations Partner for the Travel Foundation's Where Next? campaign, Beyond Green contributes hospitality sector insights and member case studies to a global effort shaping tourism's climate transition. This collaboration supported the development of the Global Action Agenda for Tourism's Climate Transition, released at COP30 in Brazil in 2025. Building on this foundation, Nina Boys now serves on the Where Next? advisory board, ensuring Beyond Green's member community continues to help guide the campaign as it moves from consultation to implementation.
- **Travalyst** – In February 2026, Beyond Green joined the Travalyst coalition as its newest accommodation industry partner, strengthening global alignment around credible sustainability information and expanding opportunities for cross-sector collaboration. While Beyond Green is not an accredited certifying body, Travalyst has reviewed and confirmed that Beyond Green's sustainability indicators align with internationally recognized best-practice criteria used to assess sustainability labels, certifications, and accommodation providers. As an active partner, Beyond Green brings forward the perspectives and real-world impact of its member hotels to help inform emerging tools, data models, and industry guidance.

**What Beyond Green Is:**

- A global community of changemakers united by a shared mission to advance responsible tourism and scale collective impact
- A platform for purpose-driven travel, connecting conscious travelers with vetted accommodations that prioritize nature, culture, and community
- A strategic partner for hotels, resorts, lodges, destinations, hospitality brands, tour operators, and nonprofits — offering consulting, storytelling, and visibility to elevate sustainability practices and brand positioning
- A leadership brand with its own quality assurance program — assessing not just sustainable operations, but also meaningful hospitality and transformative guest experiences
- A deeply collaborative network that supports local communities and celebrates cultural and environmental stewardship

**What Beyond Green Is Not:**

- Not an accredited certifying body — and does not aim to be
- Not a generic booking platform or sustainability label without accountability
- Not a one-size-fits-all solution — Beyond Green is tailored,

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|                                                                                                                                                                                         | <p>intentional, and rooted in partnership</p> <ul style="list-style-type: none"> <li>• Not a checklist — every member is actively vetted and engaged <ul style="list-style-type: none"> <li>◦ Beyond Green inspections go beyond traditional checklist-based metrics to assess meaningful hospitality, top-tier facilities, and guest experiences rooted in support for local Nature, Culture, and Community</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p><b>BEYOND GREEN HOTELS:</b></p> <p><i>ABOUT</i></p> <p><i>MEMBERSHIP PROCESS &amp; CRITERIA</i></p> <p><i>LEADERSHIP IN ACTION</i></p> <p><i>GDS CODE &amp; BOOKING CHANNELS</i></p> | <p><b>About</b></p> <p><a href="#">Beyond Green Hotels</a> is built on a foundation of rigorous membership standards and a shared commitment to sustainability leadership. Each hotel, resort, lodge, and other unique accommodation is thoroughly vetted through a staged process on a robust set of sustainability indicators aligned with global standards and the United Nations Sustainable Development Goals (SDGs). These indicators span four key areas of sustainable tourism:</p> <ul style="list-style-type: none"> <li>• Environmentally responsible practices</li> <li>• Protection of natural and cultural heritage</li> <li>• Social and economic wellbeing of local communities</li> <li>• Sustainable tourism management</li> </ul> <p>The inspection process also assesses a property's facilities, guest services, and unique experiences that allow travelers to meaningfully learn about, engage with, and support the destinations and communities they visit.</p> <p><b>Membership Process &amp; Criteria</b></p> <p>The journey to membership begins with an initial assessment to determine baseline alignment, followed by a detailed application outlining engagement with sustainable tourism best practices. The final stage includes a comprehensive on-site inspection, conducted by Beyond Green's hand-selected team of <a href="#">independent auditors</a> — experts with decades of collective experience in global sustainability and hospitality.</p> <p>All new members undergo a pre-joining inspection, and existing members are re-inspected every 24 months to ensure ongoing alignment, evolution, and positive impact. These inspections verify that properties meet Beyond Green's brand standards and demonstrate sustainability in action across operations, guest experience, and community engagement.</p> <p>Auditors assess implementation of 54 priority criteria, including:</p> <ul style="list-style-type: none"> <li>• Eliminating single-use plastics</li> <li>• Setting carbon reduction goals</li> <li>• Supporting conservation and community initiatives</li> <li>• Restoring natural ecosystems</li> <li>• Adhering to wildlife protection standards</li> <li>• Hiring locally with fair labor practices</li> <li>• Incorporating local design vernacular</li> <li>• Sourcing from locally owned businesses</li> </ul> <p>Inspections also evaluate the quality of physical facilities, services, and opportunities for guests to meaningfully connect with nature, culture, and community. Auditors assess extensive sustainability indicators aligned with the SDGs, as well as other leadership standards and industry best practices. Beyond Green's inspection process has been independently reviewed and is compliant with Travalyst criteria,</p> |

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|                                                                                                                                        | <p>reinforcing the brand’s credibility as a global leader in sustainable tourism.</p> <p><b>Leadership in Action</b><br/> What sets Beyond Green Hotels apart is bold leadership and a commitment to continuous improvement. Sustainability is treated as a journey, not a destination — with each property dedicated to innovation, collaboration, and measurable impact. Supported by a team of experts in conservation, hospitality, climate action, and community development, Beyond Green fosters a culture of shared learning. Members exchange best practices, anticipate emerging trends, and work together to scale collective impact. Together, this community empowers travelers to make informed choices that benefit both people and the planet — proving that hospitality can be a powerful catalyst for meaningful change. <a href="#">View Our Sustainability Criteria Overview</a>. <a href="#">View our member hotels</a>.</p> <p><b>GDS Code &amp; Booking Channels</b><br/> In addition to being listed on <a href="#">StayBeyondGreen.com</a>, participating member properties represented within Beyond Green can be found on the “LE” GDS chain code, which is linked under Preferred Travel Group’s master GDS chain code, “PV.” For booking inquiries, travelers are also invited to email <a href="#">Book@StayBeyondGreen.com</a> and/or call the reservations desk at +1 877 370 6023 (US toll-free) and +1 314 820 2915 (global).</p>                                                                                                                                                                                                                                                                                                                      |
| <p><b>BEYOND GREEN CONSULTING:</b></p> <p><i>BACKGROUND</i></p> <p><i>PROFESSIONAL SERVICES</i></p> <p><i>PAST/CURRENT CLIENTS</i></p> | <p><b>About</b><br/> In 2025, Beyond Green unified its brand structure to include Beyond Green Hotels – its original portfolio of vetted member properties meeting rigorous sustainability standards – and Beyond Green Consulting, a globally recognized consultancy originally founded as Beyond Green Travel in 2005 by sustainable tourism pioneer Costas Christ, supported by his wife Sally Christ. Acquired by Beyond Green’s parent company, Preferred Travel Group, in 2020, the consultancy now operates under the Beyond Green brand, complementing its member community by extending the mission and positive impact of sustainable travel across the broader industry.</p> <p>Today, Beyond Green Consulting expands Beyond Green’s reach beyond accommodations, offering strategic guidance that helps partners design impactful experiences, strengthen storytelling, and build frameworks that deliver meaningful benefits for people and place. Its expertise spans destination stewardship, ecotourism planning, sustainable tourism strategy, visitor experience design, and purpose-driven messaging — all grounded in robust stakeholder engagement. Each partnership is tailored to a client’s unique goals and capabilities, drawing on Beyond Green’s global network and leadership in making travel a force for good.</p> <p><b>Professional Services</b><br/> Consulting engagements are tailored to the unique goals and context of each client, drawing on Beyond Green’s global network and leadership in sustainable tourism. Core services include:</p> <ul style="list-style-type: none"> <li>• Sustainable product development and assessment</li> <li>• Brand positioning and storytelling</li> <li>• Marketing and communications strategy</li> </ul> |

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|                                                        | <ul style="list-style-type: none"> <li>• Educational training and capacity-building workshops</li> <li>• Destination stewardship planning</li> <li>• Impact measurement and reporting</li> </ul> <p><b>Past/Current Clients</b></p> <p>Beyond Green Consulting has partnered with leading travel companies, hotel groups, tourism boards, and development organizations across the globe. Past and current clients include:</p> <ul style="list-style-type: none"> <li>• Botswana Tourism Board</li> <li>• Coastal Alabama Partnership</li> <li>• Community Association of Big Sur</li> <li>• Fairmont Hotels and Resorts</li> <li>• Jetwing Hotels And Travel</li> <li>• Kenya Wildlife Service</li> <li>• Kingdom of Bhutan</li> <li>• Montenegro Ministry Of Tourism</li> <li>• National Geographic Partners</li> <li>• Pacific Beachcomber Group</li> <li>• Procolombia</li> <li>• Six Senses Resorts and Spas</li> <li>• South Africa Tourism Board</li> <li>• Ulster County Tourism</li> <li>• Virtuoso</li> <li>• World Bank</li> </ul> |
| <b>LOYALTY PROGRAM:<br/>I PREFER HOTEL<br/>REWARDS</b> | <p>As part of the Preferred Travel Group family of brands, Beyond Green invites travelers to enroll in the <i>I Prefer</i> Hotel Rewards loyalty program to access significant rewards not only at Beyond Green member hotels, but at more than 700 participating properties worldwide. In addition to receiving benefits such as priority early check-in and late check-out, complimentary room upgrades upon availability and more, I Prefer members who book stays at participating Beyond Green properties receive access to exclusive bonus points-earning opportunities that are tied to participation in on-property guest education and sustainable tourism enrichment activities. I Prefer members with Elite status also receive a welcome amenity or community giving opportunity, in addition to earning 50 percent more bonus points during every eligible stay.</p>                                                                                                                                                              |
| <b>BOILERPLATE</b>                                     | <p>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.</p>                                                                                                                                                                                            |
| <b>MEDIA CONTACTS</b>                                  | <p>Stephanie Dowling<br/>SVP, Public Relations and Corporate Communication</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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