

PRESS RELEASE

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Barcelo Ixtapa and Green Globe for a more promising future

There's no room for doubt that nowadays, a growing priority for all companies, must be the conservation and respect of the environment. The tourism industry has no reason to be in conflict with the balance of the eco-systems, as presently there are certifications such as the one granted by Green Globe, which are designed to help tourism companies become more firendly towards the environment, the community and tourists as well.

On October 31st of last year, the Hotel Barcelo Ixtapa, a Green Globe certified company, in collaboration with authorities, and local institutions of learning, carried out an important waste collection initiative both within and outside the educational establishment in the area. Through this effort an inherent message was resoundingly clear, none other than the importance of educating and sensitizing the community about the value of caring for their natural resources.

The Hotel Barcelo Ixtapa has received the Green Globe certification, which encompasses a variety of measures directed to reduce the negative effects in the atmosphere produced by the tourism industry. These measures include, the control of CO2 emmissions, conservation of energy and reducing the consumption of water, managing of solid waste, protection of natural resources, monitoring the environmental impact, as well as the effiecient use of natural resources. This is all with the fundamental intention to reach a sustainable level of development for the benefit of the planet.

Green Globe is the only certification recognized world-wide that has embarked on a mission committed to the improvement of the atmosphere and social effects, in order to achieve a tourism industry that is friendlier towards the environment, tourism, and societal culture. Tourism companies that obtain the Green Globe certification are focused on achieving and adopting environmental and social best practices. This certification further entails a proper interaction with the community, savings through more efficient use of our natural resources, thus reducing waste and optimising yields. Ultimately, resulting in an enhanced offering of services for tourists, on par with one of Mexico's best destinations: Ixtapa-Zihuatanejo.

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