



WILLARD
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DC's Willard InterContinental Wins Condé Nast Traveler 2009 World Saver Award

Washington DC, August 25, 2009 -- *Condé Nast Traveler* announced the winners of the magazine's third annual World Savers Awards, naming Washington DC's Willard InterContinental overall winner in the City Hotel category, citing the hotel's 100% wind energy, commitment to the environment and communities in need.

Condé Nast Traveler's World Saver Award honors travel companies from around the world for their leadership in social responsibility in five key areas: poverty alleviation, cultural and/or environmental preservation, education programs, wildlife conservation, and health initiatives. The Willard's award-winning program, *Willard InterContinental - The Next 100 Years*, is a holistic plan comprised of interwoven sustainable projects designed for a luxurious urban hospitality experience in harmony with social and ecological consciousness. Visit www.willarddc.com/sd, for the hotel's 2008 Sustainability Report and a comprehensive guide to the Willard's sustainability efforts.

"Despite these challenging economic times, corporate social responsibility is as important as ever," Editor-in-Chief **Klara Glowczewska** said. "The travel industry is on track to generate \$7.3 trillion in revenue this year-a number that represents an enormous opportunity improve our planet, and our World Savers Awards recognize those companies turning that potential into a reality."

The 2009 World Savers Awards Winners:

Education Programs: Puntacana Resort & Club. This luxury resort in the Dominican Republic built schools to accommodate its workers and their children.

Poverty Alleviation: The Haciendas. This small chain located in Mexico's Yucatan Peninsula turned abandoned haciendas into chic resorts and hired local villagers as construction workers, waiters and accountants, helped others start own businesses.

Wildlife Conservation: Bushmans Kloof. This South African safari lodge worked to replenish the wildlife in the surrounding area.

Preservation (Environmental/Cultural): Air New Zealand and Kimpton Hotels. Air New Zealand is leading the way in exploring alternate fuel sources and Kimpton, in addition to requiring all dry cleaning vendors to recycle hangers, introduced 70 mandatory eco-friendly products and practices.

Health Initiatives: Accor. With 111 hotels in Africa, where HIV/AIDS hits the hardest, this hotel chain launched an in-house educational program and started testing all its employees for the disease.

Overall Winners By Industry Category:

Small Chains: The Haciendas
Large Chains: Ritz-Carlton Hotel Company
City Hotel: Willard InterContinental
Small Resorts: Bushmans Kloof
Large Resorts: Puntacana Resort & Club
Cruise Lines: Ecoventura
Airlines: Japan Airlines
Tour Operators: Gap Adventures

The 2009 World Savers Awards are featured in the September issue, which hits newsstands on Tuesday, August 25. World Savers Awards winners will be recognized at an award ceremony September 21 at the annual *Condé Nast Traveler* World Savers Congress in New York City.

World Savers Awards Methodology: To determine the award finalists and winners, *Condé Nast Traveler* editors reviewed over 100 applications and narrowed them to 36 finalists. An independent panel of 20 judges, comprised of leaders from the travel industry and non-governmental organizations, rated how applicants exercised social responsibility in 5 key areas: poverty alleviation, cultural and/or environmental preservation, education programs, wildlife conservation, and health initiatives. There were 8 categories of travel company: small hotel chains, large hotel chains, city hotels, small lodges and resorts, large lodges and resorts, tour operators, cruiselines, and airlines. This year judges also looked at overall scores, to give credit to companies with admirable programs in a number of areas.

Judges Panel:

Ralph Buckley, director, International Centre for Ecotourism Research, Griffith University, Australia
Bill Chameides, dean, Nicholas School of the Environment, Duke University
Laurie David, NRDC trustee; environmental activist; co-producer, *An Inconvenient Truth*
Dorinda Elliott, deputy editor, *Condé Nast Traveler*
Marcia Gay Harden, environmentalist; Oscar-winning actress
Karl Holz, president, Disney Cruise Line
Martha Honey, co-director, Center for Responsible Travel
Kara Hurst, managing director, East Coast, Business for Social Responsibility
Neel Inamdar, senior adviser, ecotourism, Conservation International
Rob Katz, CEO, RockResorts/Vail Resorts
Ron Mader, director, Planeta.com
Bill Marriott, chairman and CEO, Marriott International
Hitesh Mehta, landscape architect and sustainable tourism planner, HM Design
Brian Mullis, president, Sustainable Travel International
Bruce Poon Tip, CEO, Gap Adventures
Kate Roberts, vice president, Population Services International
Andrea Ross, director of tours/marketing, Journeys Within
Shannon Stowell, president, Adventure Travel Trade Association
Tensie Whelan, president, Rainforest Alliance
Brook Wilkinson, consumer news correspondent, *Condé Nast Traveler*
Timothy Wirth, president, United Nations Foundation

For a complete list of winners, runners up, honorable mentions, and judges panel, visit
<http://www.concierge.com/cntraveler/articles/501373>

"Willard InterContinental - The Next 100 Years" is a holistic sustainable hospitality program in harmony with social and ecological consciousness. Winner of the DC 'Mayor's Environmental Excellence Award for "Outstanding Achievement by a Hotel" for its environmental stewardship, innovative best practices, pollution prevention, and resource conservation, the Willard is noted particularly for its 100% wind power, 191 tons of recycling, 37 tons of composting, donated water wells to South Africa and South Dakota, contributions to the Anacostia River clean-up, "Adoption" of a local school and park,

hosting of proms for disabled youth and building of a DC Habitat for Humanity house. Visit www.willarddc.com/sd, a comprehensive guide to the hotel's sustainability efforts.

An American institution and leader in Sustainable Hospitality, the Willard InterContinental is located in the heart of the nation's capital on Pennsylvania Avenue, near the White House, the Smithsonian museums and the downtown business and theatre districts. The Willard is the Washington D.C. hotel of choice for heads of state and leaders of the world's business, cultural, social and political elite. The hotel's 332 well appointed large guestrooms include 40 elegant suites. Dining options include The Willard Room fine dining restaurant and Café du Parc, the popular French bistro with seasonal outdoor seating and traditional Afternoon Tea in Peacock Alley. The luxurious Red Door Spa offers a wide array of pampering treatments. The classic Willard InterContinental combines heritage and luxury with contemporary comfort and the latest technology. Tel. 202-628-9100, or Web site: www.washington.intercontinental.com.

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