



asking colleagues  
from around the  
globe for their  
gracious support  
of

**NOW**

TRANSFORMING HOSPITALITY

<https://www.itmustbenow.com>

*A new initiative  
calling for  
accountability and  
sustainability in travel*

*“Doing nothing is no longer acceptable.  
We want to ignite global consciousness  
about the urgency and the need for  
responsibility, creative solutions and  
action.”*

**Onno & Alexa Poortier**

## AN INTRODUCTION

A GLOBAL COMMUNITY

**NOW is a legacy project created by Alexa and Onno Poortier in alliance with inspiring figures and companies from the hospitality industry.**

Our goal is to support the industry we know and love, helping it thrive in the future without negative impact on people and planet.

**NOW is a global community** of likeminded people who believe travellers and the travel industry have the responsibility to be a Force for Good.

**NOW is an online portal** providing discussion, research, innovations and inspiration on how to travel with a conscience. We seek to inspire and inform you in making smarter choices on where to go and who to stay with.

**NOW is a Force for Good** with a mission to boldly advance sustainability, social responsibility and principled business practice

**It must be NOW!**

A TRULY NOBLE CAUSA



## Onno Poortier

Founder, Chairman & CEO  
NOW Transforming Hospitality GmbH  
itmustbeNOW.com

As a hotelier with extensive international experience, I remember when climate change seemed a distant possibility. Hoteliers started to discuss the "green issue" in the late 80's after the UN published "Our Common Future" (Brundtland Report), which explained the concept of sustainability to create awareness of the disturbing relations between human society and the natural environment.

Here we are thirty years later. Climate change has become the defining predicament of our time but the hotel industry is still hesitant to talk about the issues. Our sector prospered as millions travelled. Travel is the world's largest and fastest growing industry, so you could argue we have contributed in both a positive and negative way to people and planet.

However, as annual temperatures rise and the impact on our planet becomes more evident, we can no longer afford not to make the environment and social responsibility a business priority. Travellers today expect safer, more responsible, sustainable destinations and accommodations. However, our industry is not really clear about what that truly means.

Today, many hotels are doing excellent work in sustainability and obtain certifications to reflect their growing compliance and legitimacy, but most still hesitate to be visibly transparent with their guests for a host of reasons. Many hotels believe that sustainability is not yet an important issue to today's traveller. In many cases, they are right, but that is changing and changing fast. Consumers know that too many companies have prospered at the expense of society and nature. In particular, the next generation of travellers and hotel staff are critically aware that there is a direct link between sustainable business, the environment and people's lives; and there is no hiding in today's interconnected and interdependent world.

I believe that a more caring and responsible form of hospitality will gain wide support from travellers and can be commercially successful. There will be increased demand from our guests for sustainable choices and greater expectations for hotels, resorts, cruise ships, train hotels and B&B lodgings to be **credibly certified and independently audited**.

**Sustainability saves money and its good for people, planet and profit.** I urge owners and operators in the hospitality industry to move beyond seeing environmental and social challenges as costs, to seeing the potential savings and opportunities to make good things happen.

NOW, a new initiative calling for accountability around sustainability in travel was launched on Earth Day (22 April 2017). Working as a 'Force for Good', NOW is forming a global community of consumers who are passionate about travel and want to help tackle the environmental and social challenges facing our planet. The empowered traveler with the wallet and the soon-to-be-launched "NOW Good Hotel Evaluator" in their mobile device will be our future guests and global influencer.

Being a "FORCE FOR GOOD" matters to your guests, your staff, your community, our planet and your profits. We will be inviting qualified properties to join the **NOW Force for Good Alliance** to access the NOW Community and get direct bookings without being charged commissions.

NOW is a legacy project in alliance with inspiring figures and companies from the hospitality industry. Join us ... together let us support the industry we know and love, and drive the fundamental changes we need to help it thrive. It must be NOW!



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