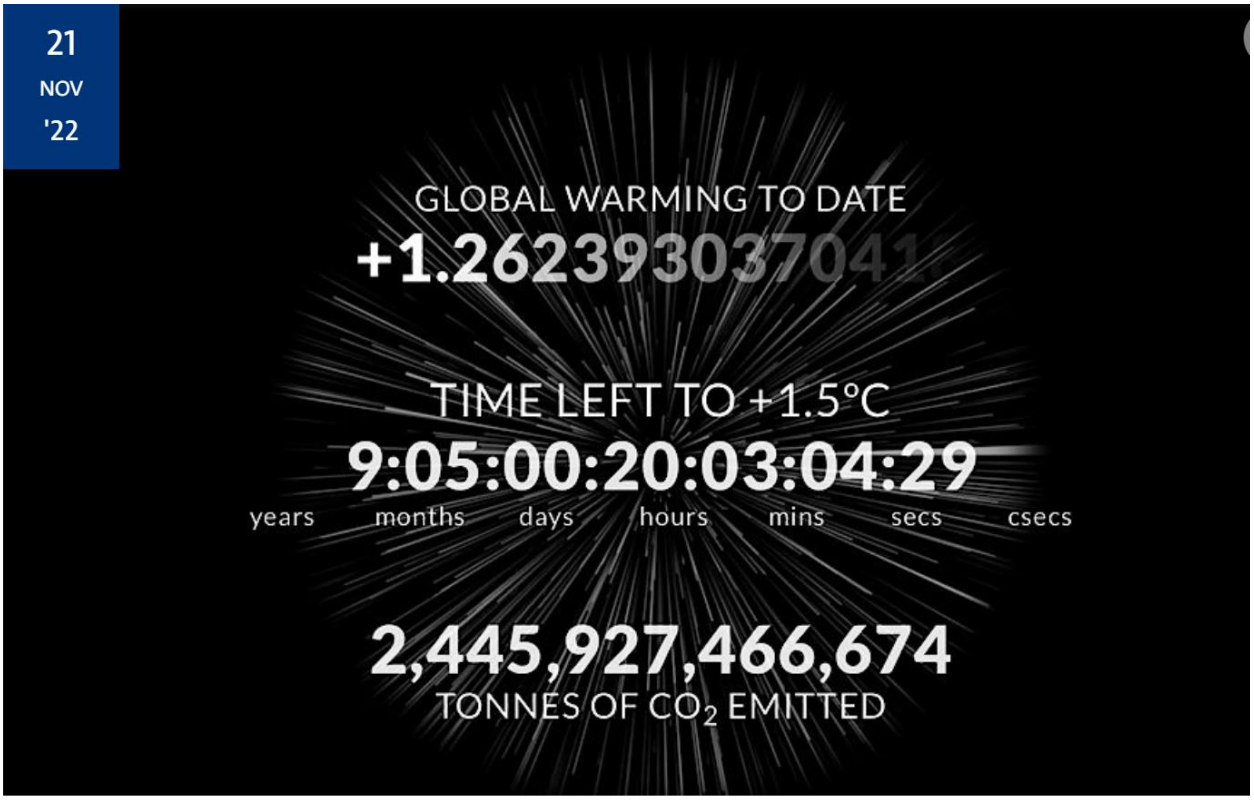

Making the world a better place than it is now. Grand Hotel Huis ter Duin participates in this.

Let go of the word 'sustainability' and just call it 'making the world a better place than it is now'.

Grand Hotel Huis ter Duin participates in this. Huis ter Duin has been working with It Must Be Now for several years. A platform set up to combat green washing*... and provide a sustainability platform for the more luxurious hotels and resorts.

It Must Be NOW launched the Climate Positive Program and Award during a lunch this afternoon. It Must Be NOW has a mission: to get the hospitality industry to drastically increase its efforts in the field of sustainability and become climate positive faster. To this end, the NOW Climate Positive Program & Award* is launched this month, offering hotels and resorts access to a fully funded Integrated Sustainability Program for up to 10 years.

On the site of It Must Be Now, Grand Hotel Huis ter Duin has its own page on which you can find all the activities that the hotel does to make the world a better place. Here you can also see all the results that the hotel has achieved so that the guests have an honest picture of how the hotel is performing. Also through this page is the possibility to book directly without commission costs being charged to the customer by an external party so that nothing stands in the way of making a sustainable choice.

As an icon on the Dutch coast, Grand Hotel Huis ter Duin has a social exemplary function. The Noorlander family also believes, just like within the family business, it is important to leave something more beautiful to the next generations. That is why Grand Hotel Huis ter Duin has had the objective since 2017 to combine the best service and the most beautiful product with socially responsible and sustainable entrepreneurship.

Via this link, read what Grand Hotel Huis ter Duin does about sustainable entrepreneurship.

It Must Be NOW was launched on Earth Day 22 April 2017 as an urgent response to the global challenge of climate change and the recognition that the tourism industry has a leading role to play.

It Must Be NOW advises and facilitates companies, schools and organizations in tourism that combine sustainability with transparency and dare to be accountable for it. Supporting the Sustainable Development Goals (GDS) of the United Nations and Climate being positive (or Carbon negative) instead of Net Zero is the starting point.

It Must Be NOW wants to achieve a change in attitude and behavior and has launched the NOW Force for Good Alliance. This lays a foundation for companies to be beacons in the hospitality industry. Beacons when it comes to taking responsibility and making a positive contribution to the impact on the environment and community.

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It Must be NOW is an initiative of Onno and Alexa Poortier. Onno has earned his spurs in the international luxury hotel industry as president and board member of Peninsula Hotels and is currently chairman of the Board of Directors of the Sandoz Foundation Hotels (including Beau Rivage Palace in Lausanne), member of the Advisory Board of Preferred Hotels & Resorts and is Board Director of The Alpina Gstaad.

In addition to the members of EHMA (European Hotel Managers Association) Netherlands and Las Hotellas (Association of Female General Managers of Hotels), representatives of (hospitality) press and hotel schools were also invited.

* Greenwashing: something seems more beautiful than it is. For example, buying a garment that is made of 100% natural materials but that it is produced in a country where child labor has undoubtedly been involved and still needs to be transported, then you may wonder how sustainable it is.