



THAILAND Extreme poverty in many Thai villages often forces families to “sell” their daughters into city brothels. But where most simply feel bad about the plight of the poor, Claire Chiang, wife of Banyan Tree Hotels & Resorts Chairman Ho Kwon Ping, took action. For the opening of **Banyan Tree Phuket**, Chiang commissioned a group of women to produce colorful pillows for the hotel, spa, and retail gallery. Enamored with the caliber of their work, Chiang helped the women form cooperatives to sell their wares, allowing them to earn income and keep their daughters home. Banyan Tree sells the handicrafts in its retail galleries and online. *From \$1,250 per night*

U.S. VIRGIN ISLANDS **Florian Villa**, on St. John, helps wounded soldiers and firefighters as well as the families of firefighters and soldiers killed in action. The villa is run by Deborah Bernstein, a yoga teacher, and Scott Wahlen, a fire captain in Boston. For every five all-inclusive vacations booked at the villa, Bernstein and Wahlen donate a weeklong vacation for a wounded veteran or the family of a fallen firefighter. The couple also conducts yoga retreats to help veterans and their families overcome trauma. *From \$395 per night all inclusive*

IT'S GETTING easier to make choices that positively impact the planet as the world's top hospitality brands expand their earth-friendly practices and social responsibility programs.

MARRIOTT INTERNATIONAL

3,100 properties

- Is replacing all synthetic pillows with those made with 100 percent recycled plastic bottles
- Launched the Global Green Golf Initiative to certify many of its golf courses as Audubon Cooperative Sanctuaries
- Offsets carbon emissions through conservation of the Juma rainforest in Brazil

THE RITZ-CARLTON HOTEL COMPANY

73 properties

- Signed a 10-year agreement with the Ocean Futures Society to develop its Ambassadors of the Environment program, which teaches guests to respect and care for the environment
- Partners with local organizations to raise funds for hunger and poverty relief

ROCKRESORTS

9 properties

- Was the first hotel brand in North America to offset 100 percent of its electricity use
- Uses energy- and water-saving fixtures and recycling bins in all rooms
- Developed a local forest conservation effort, which allows guests to donate \$1 per stay to protect national forests

SIX SENSES RESORTS & SPAS

14 properties

- Launched in 1995 with a strong commitment to sustainable tourism
- Aims for zero carbon footprint at all properties
- Helped Green Globe International set certification standards for spas worldwide in 2007

STARWOOD HOTELS & RESORTS WORLDWIDE

940 properties

- Developed new LEED-certified line of hotels (Element, currently two properties)
- Debuted “See Green” program at its 27 Aloft hotels to promote green options
- Uses lessons learned at Aloft and Element to make the rest of its portfolio more eco-friendly

THE TIDES HOTELS & RESORTS

3 properties

- Partnered with Oceana to help create a policy that protects ocean habitats
- Launched a conservation program at The Tides Zihuatenejo to help protect sea turtles
- Uses natural and organic ingredients in spas and in rooms

TOP: KIATTIPONG PANCHEE & WICHIT YANTAPANIT, BOTTOM: COURTESY OF VIRGIN LIMITED EDITION

*For details see The Source, page 110.