

NH Hotels to Take Part in WWF Earth Hour 2011



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The NH Hotels chain has announced that it will once again for the third year running take part in WWF's worldwide Earth Hour initiative by turning off the lighting on the façades of all its 306 hotels with exterior illumination all over the world between 20:30 and 21:30. In addition to the blackout, NH Hotels will inform and promote awareness among its customers and employees in order to encourage their participation in this initiative, designed to save energy and combat climate change.

Earth Hour, sponsored by the World Wide Fund for Nature (WWF), is considered to be the most important call to action at an international level in the fight against climate change. As a result of this initiative, governments, companies and citizens all over the world have agreed to turn off their lights for one hour in a gesture of commitment to the environment.

In 2010, millions of citizens from 128 countries turned off their electric lights for one hour, in addition to the Sidney Opera House, the Golden Gate bridge, the Victoria waterfall, the Brandenburg Gate and the Forbidden City of Beijing. This year the number of homes, offices, official buildings, companies and architectural landmarks taking part over five continents is expected to rise.

NH Hotels' participation in Earth Hour reflects the company's ongoing policy of engagement and active involvement in safeguarding the environment, which has made the hotel chain a model of responsible business in the tourist sector. NH Hotels has calculated that during the hour of darkness it will save 1,386,086 watts.

In Spain and Portugal the chain will turn out the lights on the façades of 109 hotels, including [hotels in Madrid](#) such as the impressive NH Eurobuilding, as well as [hotels in Barcelona](#), the NH Palacio de Santa Marta in Trujillo, the NH Almenara in Sotogrande and the NH Campo Grande in Lisbon.

In the Benelux business unit, 41 hotels will join in with the worldwide blackout; in Italy 47 establishments are set to take part in the initiative, including [hotels in Florence](#) like NH Porta Rossa and the NH Leonardo da Vinci in Rome; [hotels in Berlin](#) will also be joining in and in Latin America 28 hotels will turn out the lighting on their façades.

In recent years NH Hotels' implementation of environmental measures has made it a leader in sustainability issues, enabling it to meet the objectives of its 2008-2012 Environmental Plan ahead of schedule. These actions were recognised at the European Commission's Greenbuilding and Greenlight awards 2010.

About [NH Hotels](#)

NH Hotels ranks third among European business hotels. NH Hotels currently has 400 hotels with 59.202 rooms in 25 countries in Europe, America and Africa. NH Hotels currently has 23 new projects for hotels under construction, which will provide 3,000 new rooms.

NH Hotels excels in the quality of its services and facilities, with carefully thought out decoration to please all tastes and make guest feel comfortable. NH Hotels' establishments offer the most advanced technologies designed to facilitate the guests' communication as well as their work and leisure.

NH Hotels is a responsible company in the Tourism industry. The Chain offer hotel services which anticipate present and future needs of both our internal and external stakeholders (Employees, Clients, Shareholders, Suppliers, Environment, etc.), the communities where we operate and future generations with maximum attention to detail and efficient and sustainable solutions.

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