

**FOR IMMEDIATE RELEASE**

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**Green Key Global Partners with Alō Index to Transform How Sustainable Hotels Win Corporate Travel Business**

Ottawa, ON – [Green Key Global](#), the hospitality industry’s leading sustainability certification program in North America, today announced a strategic partnership with [Alō Index](#), the hotel sustainability intelligence platform purpose-built for corporate travel procurement.

This collaboration marks a major advancement in how hotels communicate verified sustainability performance to enterprise travel buyers, procurement leaders, and business travelers.

By combining Green Key Global’s trusted certification framework with Alō Index’s comparative sustainability intelligence platform, hotels can now turn their sustainability achievements into a competitive commercial advantage, increasing visibility, strengthening RFP responses, and creating more opportunities for qualified corporate travel demand.

Hotels across North America are facing growing pressure from corporate travel buyers and procurement teams to demonstrate verified sustainability performance. At the same time, enterprises are actively seeking lodging partners that align with their environmental and social goals. Alō Index helps bridge this gap by enabling standardized hotel sustainability data to be surfaced in a way that supports faster, more informed sourcing decisions.

“This partnership is about helping hotels unlock greater business value from the sustainability work they are already doing,” said **Anick Levesque, Managing Director, Green Key Global**. “Green Key certification has long been a mark of trust and credibility. Through Alō Index, that credibility now becomes more discoverable and actionable for corporate travel buyers.”

Alō Index enables hotels to submit sustainability data once and distribute it on demand to enterprise buyers, reducing repetitive data requests and improving procurement efficiency.

“Hotels are investing significantly in sustainability, and they deserve a clearer path to ROI,” said **Anna Feinberg, CEO & Co-Founder, Alō Index**. “Together with Green Key Global, we are creating a smarter ecosystem where verified sustainability performance will help hotels win more business opportunities.”



This partnership supports Green Key Global's mission to advance measurable sustainability outcomes across the lodging sector while helping members translate sustainability leadership into commercial growth.

### **Learn More**

As part of the partnership launch, Green Key Global certified hotels will receive complimentary access to enhanced Alō Index visibility features for a limited time, and preferred pricing available for ongoing participation. Hotels interested in leveraging the partnership can visit the [Alō Index partnership resource page](#) and [book a consultation with the Green Key Global team](#).

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### **About Green Key Global**

Green Key Global, owned by the [Hotels Canada](#) (HC) and the [American Hotel & Lodging Association](#) (AHLA), is a leading certification body empowering hospitality businesses in North America to achieve excellence in sustainability. Our globally recognized Best-in-Class solutions ensure that our members meet high international standards, leveraging corporate social responsibility and environmental social governance, gaining a competitive edge in the eco-conscious market. By aligning with all 17 United Nations Sustainable Development Goals (SDGs), Green Key Global establishes a comprehensive standard for sustainability practices. Join us as we lead the way towards a more sustainable future for the hospitality industry: [greenkeyglobal.com](http://greenkeyglobal.com).

### **About Alō Index**

Alō Index is the hotel sustainability intelligence platform built for corporate travel procurement. Using verified hotel-submitted data and third-party certifications, Alō Index provides transparent, comparable sustainability data across People, Planet, and Policy categories for the global hospitality sector. The platform serves enterprise travel buyers, hotels, and management companies. Learn more at [aloindex.com](http://aloindex.com).

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