

## CONRAD HOTELS & RESORTS CORPORATE SOCIAL RESPONSIBILITY

### Supporting Communities, Charities and Causes

Conrad Hotels & Resorts takes corporate social responsibility seriously. Across the world, the contemporary luxury hotel brand is working to support local communities, help the environment and give something back to the people and the places with which it comes into contact. Its ever-growing programme of destination-inspired community, charity and climate initiatives takes into account the individual customs and needs of each area, aiming to share the greatest luxury of all... *The Luxury of Being Yourself.*

#### Conrad in the Community

**Conrad Hotels & Resorts** strives to benefit the communities with which it works, above and beyond the economic and social benefits of increased tourism and prosperity. Community initiatives include the construction of a new school, a contribution towards community halls, providing English courses in the local area and introducing an eye screening programme with free cataract surgery, all implemented by the **Conrad Bali**. Local children's homes and hospitals have been also aided by the **Conrad Dublin** and the **Conrad Cairo** respectively. In 2007, the **Conrad Maldives Rangali Island** received the *President of Maldives Award for Human Resource Development* in recognition of its commitment to the welfare and training of its team, who are largely Maldivian. The resort is also committed to working with the local community and sponsors a number of local teachers on neighbouring islands. Meanwhile, the brand's cultural contributions include the **Conrad Centennial Singapore** supporting the Singapore Symphony Orchestra and the **Conrad Bangkok** sponsoring and supporting the Young Musician of Thailand. Conrad Hotels & Resorts is constantly seeking to build on existing initiatives and to find new ways of supporting individual communities.



Earth Hour at the Conrad Cairo



Conrad Bangkok Young Musician of the Year Award

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## **Commitment to Charity**

**Conrad Hotels & Resorts** supports domestic and global causes through countless partnerships with charities worldwide. Safe motherhood programmes across the world are made possible by the **Conrad Dublin**, who has now sponsored the UNICEF Ireland Mother's Day Lunch for 12 consecutive years. Elsewhere, the **Conrad Chicago** has built a relationship with the Susan G Komen Breast Cancer Foundation to allow guests to opt for a donation to be made from the proceeds of their stay. The **Conrad Brussels** supports local cancer charity Fondation Mimi, cultural charity Fondation Boghossian and the Brussels Philharmonic Orchestra by providing access to hotel facilities and accommodation, whilst the **Conrad Istanbul** sponsors the Turkish Kidney Association by hosting charity functions. Both hotels help make children's dreams come true by regularly assisting the global Make a Wish Foundation and sponsoring fundraising events. Such charity events and occasions, both big and small, are regular fixtures on the calendars of hotels across the group. In addition, Conrad Hotels & Resorts participates in the Hilton HHonors customer loyalty program. The Hilton HHonors® Giving Back program ([www.hiltonfamily.com/givingback](http://www.hiltonfamily.com/givingback)) allows members to redeem as few as 10,000 points to support a variety of highly reputable non-profit organisations which are making enormous differences in the lives of people in need of caring services.

## **Helping to Protect the Environment**

As part of the Hilton Family of Hotels, which recently announced short- and long-term sustainability commitments ([www.hiltonfamily.com](http://www.hiltonfamily.com)), **Conrad Hotels & Resorts** is committed to operating at the world's highest environmental standards, and two hotels in the group have to date been awarded the prestigious Green Globe certification to reflect their ecological endeavours. The **Conrad Bali** and the **Conrad Cairo** were independently audited against key environmental indicators including energy and water consumption, waste production and community commitment. Both hotels were certified by Green Globe in recognition of their commitment to the principles of environmental and social sustainability. The **Conrad Maldives Rangali Island**, the **Conrad Centennial Singapore** and the **Conrad Istanbul** have also pioneered their own hotel Green Team, bringing team members from across the resort together to increase recycling, reduce waste and educate colleagues about global environmental awareness.

In conjunction with its environmental efforts, **Conrad Hotels & Resorts** is committed to finding climate change solutions. In March 2008, Conrad properties across the world turned off their lights in honour of the World Wide Fund for Nature's Earth Hour. The **Conrad Jupiters Gold**

**Coast** pulled the plug on its iconic blue rooftop neon lights and casino floodlights, whilst the **Conrad Bangkok** flicked the switch on its eye-catching crown light. Indoors, guests at the **Conrad Bali** were offered cosy candelit dinners, whilst reception got a romantic renovation with candles at the **Conrad Cairo**. Other Conrad Hotels & Resorts which slipped into the shadows for Earth Hour include the **Conrad Brussels**, the **Conrad Centennial Singapore**, the **Conrad Istanbul**, the **Conrad Maldives Rangali Island**, the **Conrad Sharm El Sheikh** and the **Conrad Treasury Brisbane**. The event aimed to reduce electricity demand globally and to increase awareness of the factors contributing to global warming.

### **Working for Wildlife**

**Conrad Hotels & Resorts** supports the welfare of wildlife through its animal rescue and research projects across the globe. The **Conrad Maldives Rangali Island** is hosting four environmental experts on an annual basis to carry out a pioneering study into the vulnerable whale sharks native to the Maamigili reef, whilst the **Conrad Miami** is using the sale of their own soft toy manatees to supporting the local Save the Manatee Club, ensuring better protection for manatees and their habitats.

For more information on Conrad Hotels & Resorts and corporate social responsibility, please visit [www.conradhotels.com](http://www.conradhotels.com).

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### **About Conrad® Hotels & Resorts**

Conrad Hotels & Resorts is a global contemporary luxury brand. Conrad's award-winning hotels and resorts are located in key destinations from the Americas and Asia Pacific to Europe, the Middle East and Africa. Conrad offers unique and personalised services for the discerning traveller, creating a world that celebrates individuality in every sense. Additional Conrad projects are under development and conversion in the Bahamas, China, Portugal, Thailand and the UAE. All Conrad hotels and resorts participate in the acclaimed Hilton HHonors® reward programme.

Discover the World of Conrad and the greatest luxury of all...The Luxury of Being Yourself.

For further information on Conrad Hotels & Resorts please visit [ConradHotels.com](http://ConradHotels.com).

*Please consider the environment before printing this document.*

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