

Amenity Companies as Agents of Change

By Glenn Hasek



One of the trends I am seeing in our industry is the increasing importance of amenity companies as agents of positive change. I will be writing about this in a feature article in the next few weeks. At last month's HX: The Hotel Experience show in New York I spoke with a representative of **LATHER** about the company's new baobab & shea collection—amenities that include extracts from Africa's baobab and shea trees. The harvesting of both of these crops promotes the well-being of women and their communities in Africa. I recently interviewed the founder of Health 2 Humanity about his nonprofit's all-natural, socially-conscious soap brand that helps create sustainable businesses in Africa. Also at HX: The Hotel Experience, I met the CEO of William Roam, a woman-owned business that pledges 1 percent of all sales to environmental organizations.

For my article I will be doing my best to contact as many amenity suppliers as possible to learn about their charitable efforts. I know there are many companies doing many good things—donating product to Clean the World, for example. What interests me most is those companies that are not afraid to make it a visible, prominent part of the way they do business. Watch for that article soon and be sure to contact me if an amenity company's alignment with a charity or good cause has made a difference in your choice to do business with them.



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