

Radisson RED hotel awarded Green Key status

A partnership between the Wildlife and Environment Society of South Africa (WESSA) and the Radisson Hotel Group has resulted in the Radisson RED hotel in Cape Town being awarded with Green Key status. The Green Key award is a standard of excellence in the field of environmental responsibility and sustainable operations in the tourism industry.



Radisson RED staff celebrate their Green Award with the hotel's "Green" mascot.

The Radisson RED brand has been described as one that represents “a new hotel philosophy that connects with an ageless millennial mindset through art, music and fashion.” WESSA, with its continual focus on youth development, is proud to be associated with this vibrant and dynamic hospitality brand. The Radisson RED in Cape Town is one of only five of its kind in the world, with the other four hotels located in Brussels, Campinas, Glasgow and Minneapolis.

Commenting on the Green Key award, Vince Shacks, general manager of ecotourism at WESSA said, “Green Key is not only one of the most reputable and established sustainable tourism awards on the globe, but is also an excellent platform to align the work of responsible hospitality brands and NGO’s”. The Radisson Hotel Group recently highlighted in their 2017 Responsible Business Report that with 220 awarded hotels around the globe, Green Key is the main eco-label partner of the company.

On receiving the award, Dale Simpson, curator of the Radisson RED in Cape Town said “We are very proud to have achieved the Green key accreditation here at Radisson RED within our first year of operation. It has been a wonderful learning journey driven by the team, and it was humble to see the passion, drive and continuous commitment from the team here to achieve something we really believe in and work with every day.”