



THE PARKSIDE HOTEL & SPA LEADS WITH A MISSION OF HOSPITALITY WITH A CORE FOCUSED ON SUSTAINABILITY

Victoria, BC – The Parkside Hotel & Spa has long been recognized as a leader in sustainable tourism, pioneering responsible hospitality in the heart of Victoria since opening in 2009. Guided by a deep commitment to environmental stewardship, community engagement, and global climate action, the hotel continues to set new benchmarks for urban sustainability in Canada and beyond.

Among its most significant achievements, The Parkside has reached an impressive **92% waste diversion rate**, earned **Biosphere Certification** in 2022, and became the first urban hotel in the world to join **Beyond Green**, a global portfolio of properties committed to intentional travel and measurable impact. The hotel is also a signatory of the **Glasgow Declaration on Climate Action in Tourism**, aligning its operations with climate science and a shared international commitment to reduce emissions and achieve Net Zero before 2050.

Demonstrating its proactive approach to carbon accountability, The Parkside began measuring greenhouse gas (GHG) emissions in 2016 in partnership with **Synergy Enterprises** and continues to report annually. The hotel is proudly one of British Columbia's earliest **Carbon Neutral** hotels, currently supporting the following through its offsets: Great Bear Rain Forest Carbon Project, Katingan Peatland Restoration & Conservation REDD Project, Southern Cardamom REDD Project and Rimba Raya Biodiversity Reserve Project. Additional third-party recognitions include a **5-Key rating** from **Green Key Global**.

Understanding that tourism directly impacts local ecosystems and communities, The Parkside actively invests in restoration initiatives. Through its partnership with **Veritree**, **Coastal Kelp**, and the **Sechelt First Nations**, the hotel helps restore critical kelp forests along British Columbia's coastline, planting one kelp for every stay and ten kelp when guests opt out of housekeeping. This initiative supports marine biodiversity, strengthens coastal ecosystems, and advances reconciliation through Indigenous-led environmental stewardship.

Locally, The Parkside continues to foster education and advocacy. In 2025, the hotel expanded its popular Happy Trails map series in collaboration with **Sierra Club BC**, introducing a new guide that highlights regional ecosystems and offers walkable, bikeable, and day-trip experiences designed to deepen guests' connection to nature. The hotel also partners with **Bees Please** to maintain its rooftop bee hives, home to hardworking bees that help fertilize plants and flowers both within the rooftop garden and in the surrounding community.

As a signatory of the **Sustainable Tourism Pledge 2030**, The Parkside actively encourages other Greater Victoria hotels to adopt similar commitments, fostering collective action across the destination. Rooted in the **17 Sustainable Development Goals** established by the United Nations, the

hotel's sustainability framework is transparently shared online, alongside educational resources from respected organizations including the **David Suzuki Foundation** and **World Wildlife Fund Canada**.

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ABOUT THE PARKSIDE HOTEL & SPA

Located in the heart of Victoria, British Columbia, The Parkside Hotel & Spa combines urban sophistication with the serenity of a Pacific Northwest retreat. As Canada's first member of the Beyond Green global portfolio of hotels, The Parkside proudly upholds its foundational mission to sustainability, achieving carbon neutrality in its operations. This all-suite hotel provides guests with a luxurious home away from home, featuring spacious accommodations, modern amenities, and versatile meeting and event spaces. Guests can rejuvenate at The Parkside Spa, complete with an indoor pool, hot tub, and fitness center, savour local flavours at Tre Fantastico Bistro, or relax on the stunning rooftop patio complete with gathering spaces and cozy firepits. With Victoria's vibrant attractions just steps away, The Parkside Hotel & Spa provides an unforgettable experience for business and leisure travellers alike, blending exceptional service with a distinctly West Coast vibe. Learn more at www.parksidevictoria.com.

ABOUT BEYOND GREEN

Beyond Green is a global community of bold leaders advancing sustainable travel. Operated by Preferred Travel Group, the brand includes Beyond Green Hotels, a portfolio of rigorously vetted member hotels, resorts, lodges, and unique accommodations evaluated against more than 100 sustainability indicators aligned with global best practices and the United Nations Sustainable Development Goals, and Beyond Green Consulting, which provides strategic advisory services to destinations, hospitality brands, and mission-aligned organizations to build sustainability strategies, strengthen storytelling, and design impactful travel experiences. By fostering a culture of bold leadership, collaboration, and shared learning, Beyond Green empowers travelers and industry stakeholders to make informed choices that benefit both people and the planet. For more information, visit www.StayBeyondGreen.com.

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