

Amsterdam Manor Beach Resort goes Platinum again



Feb. 8, 2013 Aruba – Amsterdam Manor Beach Resort has joined an elite number of organizations in the world in achieving the highest level of EarthCheck Certification. The resort is currently the only EarthCheck Platinum Certified member in Aruba and part of one of the 19th Certified Platinum Members in the world, and 11th in the Caribbean region.

Amsterdam Manor Beach Resort received the good news recently after a benchmarking data collection period of one full year (2012). The resort received the Platinum level of certification for the first time in 2010 being the first resort on Aruba with this high achievement and currently also the only one. In attaining Platinum, Amsterdam Manor Beach Resort has been recognized for having consistently demonstrated their commitment to host communities and high standards of environmental care, over a period of more than twelve years.

Rather than opting for the easier path of simply collecting “green badges”, the intimate resort chose a more meaningful approach to sustainable tourism. This involved using EarthCheck science-based software and tools to measure the effectiveness of their environmental and CSR practices.

Each day for the past decade, has seen all Amsterdam Manor Beach Resort staff adhere to an internationally recognized standard of Best Practice. They have reported their environmental footprint to EarthCheck annually and permitted independent auditors to verify the credibility of their environmental and social claims.

“It is very important to us to keep finding ways to preserve the environment as much as possible, not only for our guests, but more importantly for the future generations of Aruba. We have been committed to this cause throughout the organization from the start and hope to continue to set an example for other resorts, organizations, and the Aruban community in general,” according to Jurgen van Schaijk, Managing Director of Amsterdam Manor Beach Resort.

A number of key indicators such as energy and water consumption, total waste production, and community commitment were measured and benchmarked against their peers. This provided a competitive picture of efficiencies and performance and identified where room for improvement remained.

“There are no short cuts and no ways to buy your way in to the top spot,” explained EarthCheck CEO Stewart Moore. “Rather, this took everyone at Amsterdam Manor Beach Resort a great deal of hard work and commitment over many, many years to achieve.”

“They’re well ahead of most governments and industry players globally as a result of their efforts and serve as a leader in the field of sustainable practices. Their operations serve as an excellent example for how to gain buy-in from key stakeholders, achieve an excellent ROI, and increase asset effectiveness over time,” Moore concluded.

For economies reliant on travel and tourism, EarthCheck’s benchmarking data provides the only historical record of the global environmental impacts of the industry over the past 12 years. More importantly, it rates the effectiveness of industry efforts to reduce Greenhouse Gas emissions (GHG) and conserve natural resources at a project-by-project level.



For travellers the world over, it's good to know there's a credible body keeping track of sustainability claims. The EarthCheck logo represents travel and tourism's efforts to come together and take meaningful steps to address the serious challenges faced by the planet.

EDITOR'S NOTES:

Amsterdam Manor Beach Resort is a small and intimate resort located in front of Eagle Beach. It features 72 studios and suites, a pool, beach bar, pool bar and two restaurants. The resort is well known for its friendly and personal service and has a very high amount of loyal guests visiting every year.

EarthCheck is one of the world's largest certifiers of sustainable travel and tourism operators; with more than 1,200 clients in over 65 countries. EarthCheck certification complies with the Intergovernmental Panel for Climate Change (IPCC) Guidelines for National Greenhouse Gas Inventories, the World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol, and the International Organisation for Standardization (ISO) 14064 range of standards for greenhouse gas accounting.

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