



## **Breidenbacher Hof achieves Gold Status in EarthCheck certification 2024**

**Düsseldorf, November 18, 2024** – Breidenbacher Hof is proud to announce that the hotel has achieved the coveted Gold status in the **EarthCheck certification for 2024**. This distinction positions the Düsseldorf luxury hotel as a leading example of sustainable tourism, joining a globally recognized group of tourism establishments distinguished by outstanding environmental and economic management.

The EarthCheck certification is the leading international standard for sustainability in tourism. It helps hotels and other businesses measure and systematically improve their ecological and social impact. This certification strengthens the trust of guests and partners, validating sustainable practices through a globally recognized standard. Additionally, it supports cost savings through optimized processes and resource conservation, while appealing to environmentally conscious travelers.

With EarthCheck Gold status, Breidenbacher Hof now belongs to an exclusive group of hotels that have met strict sustainability criteria for five consecutive years, demonstrating continuous progress. The criteria evaluated include environmental management (energy efficiency, recycling practices, CO<sub>2</sub> emissions, etc.), regional and sustainable F&B sourcing, and social responsibility through community engagement.

The Gold status reflects the hotel's long-term commitment to environmental protection and resource efficiency, complemented by close collaboration with the local community. Unlike the introductory Bronze and Silver certifications, the Gold status signifies a high, enduring level of sustainability and highlights Breidenbacher Hof as a leader in global sustainable tourism.

*"We are proud to have achieved Gold status with EarthCheck. This award affirms our sustainable initiatives and our ongoing efforts to minimize the environmental impact of our hotel,"* says Cyrus Heydarian, Managing Director of Breidenbacher Hof. *"Gold status not only allows us to strengthen our commitment to responsible practices but also enhances the trust our guests and partners have in our sustainability performance."*

With Gold status, Breidenbacher Hof continues its journey toward a sustainable future, remaining a pioneer in luxury hospitality, offering guests unforgettable experiences along with a respectful approach to the environment.

For more details on EarthCheck, visit <https://earthcheck.org>



About BREIDENBACHER HOF:

*Located directly on the famous Königsallee shopping mile in Düsseldorf's historic city center, Breidenbacher Hof blends modernity and lifestyle with a rich history. The traditional hotel offers its guests a comprehensive feel good package. With first-class, personalized service from the team and a finely curated and diverse range of offerings, a stay at Breidenbacher Hof becomes a unique experience. The hotel, owned by a Kuwaiti family, is a member of the exclusive "Small Luxury Hotels of the World" association and is part of the Selection of German Luxury Hotels. Cyrus Heydarian is the Managing Partner of the operating company and leads the hotel.*

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