

Committed  
to Sustainable  
Hospitality

# 2025 IMPACT REPORT

Sustainable Development

GERMAIN  
HÔTELS

# ABOUT THIS REPORT

For us, every choice counts. Each year, we reflect on our actions, decisions, and lessons learned. This report highlights the key initiatives we implemented to achieve our objectives and shares our findings across several areas. It outlines our priorities and the progress we made throughout 2025.



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# OUR VISION



## For nearly 40 years, Germain Hotels has been guided by a simple belief

making responsible choices that respect our environment, what we now commonly call sustainable development, is not a set of extra practices, but a set of reflexes deeply rooted in how we create a warm and welcoming hotel experience.

The year 2025 marks the completion of our first strategic cycle focused on sustainable development. This three-year cycle enabled us to lay solid foundations, including the establishment of clear governance, the adoption of a responsible sourcing policy, sustainability training for our managers, a comprehensive audit of our waste management practices, and the completion of our first greenhouse gas (GHG) inventory. These steps have strengthened our ability to move forward in a consistent and measurable way.

2025 is also an important milestone in the history of Germain Hotels. A new generation is stepping into the role of co-presidents, carrying forward the same passion and sense of responsibility that have defined us for nearly four decades. We remain committed to growing our organization while honouring the values that set us apart.

In 2026, we will review our objectives and targets for 2030 as part of our next strategic cycle. Meanwhile, our priority will be embedding the insights and tools developed over the past few years across all our teams through training, awareness, and support, so that every colleague can contribute to Germain Hotels' sustainable transition.

Today, we are proud to share the results of our 2025 initiatives. Together, we continue our commitment to sustainable practices that respect the environment, support our communities, and enrich the experience of every guest.

Marie Pier Germain  
Co-president

Hugo Germain  
Co-president

# WHO WE ARE

Germain Hotels is, above all, a family-run business that has thrived for three generations. We are the company behind Le Germain Hotels, Alt Hotels, and Escad Hotels, with locations across Canada. We are proud to be recognized among Canada's 50 Best Managed Companies. For nearly 40 years, we have stood out for attentive, highly personalized service, the iconic style of our hotels and restaurants, and our innovative practices. We take pride in creating meaningful connections with our guests, our teams, and communities across the country.

*Our vision is to create the most welcoming hotel experience in Canada.*



The Germain family, from left to right: Laurie, Jean-Yves, Christiane, Clarah, Marie Pier and Hugo

**19**  
hotels

**30**  
restaurants,  
bars, and cafés

**1,683**  
team  
members



# PROGRESS ON OUR SUSTAINABILITY INITIATIVES

In **2025**, after several years of implementation and engagement, our priority shifted to **integration**: embedding sustainable practices into the daily operations of every hotel. Over the past three years, this phase has been supported by a dedicated full-time Sustainability Project Manager, ensuring our teams are guided and supported every step of the way.

## To support the integration of sustainable development in 2025, we:

- **Expanded the scope of our sustainable development charter.**  
The list of signatories, which already included Board and Executive Committee members, was extended to include all our General Managers.
- **Performance bonuses for department directors and general managers for implementing** 11 key standards (e.g., waste management, responsible sourcing, elimination of single-use items).
- **Appointed a sustainability champion in each hotel** to turn our ambitions into concrete actions. Trained and mobilized, these individuals lead local initiatives.
- **Strengthened our communications and disclosure practices**, aligning them more closely with Canada's Bill C-59 to ensure greater transparency and responsible governance.



## What's next?

- **Achieve a 60% completion rate** for the “Introduction to Sustainable Development” training program across all team members.
- **Develop our next strategic plan**, with clear, measurable, and ambitious targets for 2030, building on the foundations established since 2022.

# SUMMARY

Our practices are built on three core pillars that are deeply rooted in our corporate culture and guide our decisions, inspiring us to improve every day.



## **L** Local and responsible sourcing

Prioritizing local suppliers and products with a reduced environmental impact.

## **D** Sustainable and transition projects

Investing in concrete actions across construction and operations: energy, waste reduction, and infrastructure.

## **C** Community well-being

Fostering a healthy and rewarding environment for our teams, guests, and partners, while actively supporting local causes and social initiatives.

## **🎯** Key highlights from 2025

- All our hotels are now certified with **4 Green Keys**, an independent certification internationally recognized in over 60 countries.
- Reducing single-use items, including a **25% reduction in disposable coffee cups** and up to a **95% reduction in single-use plastic water bottles**.
- Improvement of waste sorting facilities, with **15 hotels now equipped for organic waste management** and a **90% improvement in sorting stations** to move toward eliminating “orphan” waste.
- Planting of **80 fruit trees in Charlevoix**, creating a windbreak for our animals, contributing to biodiversity, and enhancing the variety of ingredients used in our kitchens.
- Our teams organized over **40 community activities** across the country.
- **\$370,000 donated** to local causes close to our hearts.

# LOCAL AND RESPONSIBLE SOURCING



For us, buying local is more than a gesture, it's second nature. We love to showcase local artisans and prioritize short supply chains. Our goal is to offer guests an authentic, immersive experience, where every detail reflects Canadian craftsmanship and creativity.

Over the decades, we have built strong partnerships with Canadian businesses and artisans who share our vision and values.

At Germain Hotels, comfort is Canadian. Our mattresses, sheets, duvets, and pillows come from Literie Laurier, Textiles Gauvin, and Marie L'Oie, comfort artisans renowned across the country.



# ENHANCED RESPONSIBLE SOURCING

Great local discoveries are meant to be shared. You'll find them at our Altcetera counters, in our minibars, and even as small surprises in guest rooms. Each item is carefully selected to showcase the best the region has to offer.

To support our teams in strengthening their sourcing practices, while optimizing national bulk purchasing, we focus on three key areas:

## 1. A strengthened sourcing policy

Local sourcing is at the heart of our priorities. We are going further by integrating ESG, ethical, and human rights criteria into purchasing, ensuring thoughtful choices that align with our values.

## 2. Empowered and trained teams

Every manager is trained to consider a product's lifecycle and apply the 5R strategy i.e. refuse, reduce, reuse, etc., before making a purchase. In practice, this includes resource-sharing between hotels when items are no longer needed or repurposing furniture during renovations to give it a new lease on life elsewhere.

## 3. Committed sourcing leads

Our two sourcing leads (accommodation and food & beverage) maintain ongoing dialogue with suppliers, continuously reassessing needs, adapting plans, and exploring local innovations.



Our Bella Pella and Ruby Brown wellness products are natural, vegan, made in Canada, and packaged in recycled containers, for a more responsible, comfortable stay.



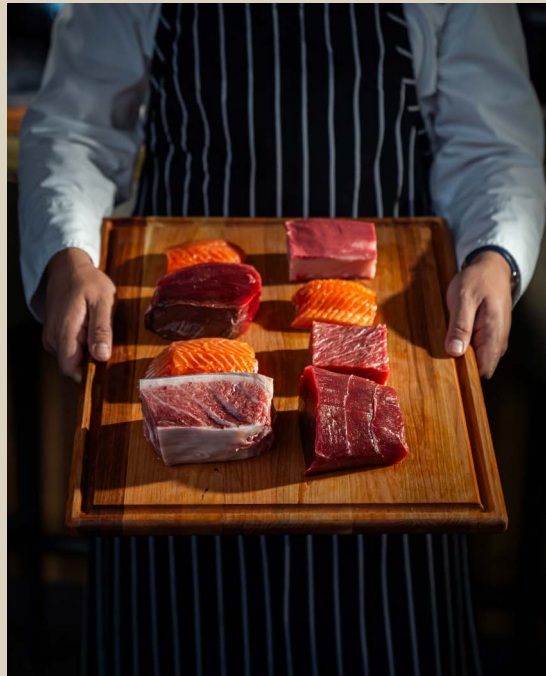
New supplier this year: Iris & Arlo, a Canadian company aligned with our values. They combine local sourcing with a social mission (one purchase = one donation). Products are eco-designed, free of plastics and chemicals, and made from 100% certified organic cotton.

*Behind what you see in our hotels (and what you don't) there is a genuine commitment on our part. If an action can reduce our footprint, we take it. By choosing responsible, reusable, and renewable options, we aim to continuously enhance the guest experience, right down to the smallest details.*

# THOUGHTFUL GASTRONOMY



The unique connection between our restaurateurs, chefs, and local producers enables us to offer our guests remarkably fresh, seasonal dishes.



In Québec, Fourchette Bleue certification supports sustainable management of marine resources in the St. Lawrence River and promotes lesser-known species.



## 🎯 Highlights from 2025

- We have expanded our **vegetarian offering** to include banquets, breakfasts, lunches, and dinners across all our restaurants.
- We have introduced **composting** in 11 of our restaurant kitchens.
- In Québec, 100% of our restaurants have earned the **Aliments du Québec au Menu** mention. They have also obtained the **Fourchette bleue** certification, which supports sustainable management of marine resources in the St. Lawrence and promotes lesser-known species.
- Sustainable development champions share best practices to **transform food waste into tasty creations**: coffee grounds become cake syrup, leftover croissants become French toast, and beetroot trimmings are transformed into mousse.
- In Calgary, St. John's, Montréal, and Charlevoix, our restaurants **bring together local and international chefs** to offer guests authentic, creative culinary experiences rooted in regional flavours.



# THOUGHTFUL GASTRONOMY (CONTINUED)

## Gardens that make a difference

At Le Germain Charlevoix Hotel & Spa, we cultivate over an acre without chemical fertilizers or pesticides, using beehives for pollination, and 15 tonnes of compost. Over 70 varieties of vegetables, herbs, flowers, and microgreens are grown on-site.

At Alt Hotel St. John's, the kitchen and bar teams harvest according to what's needed for service. In 2025, the garden provided 32 varieties of vegetables, herbs, and edible flowers.

In Halifax, we launched a new vegetable and herb garden in 2025 to enhance the freshness of our cuisine and diversify the garnishes and infusions served to our guests.



Not all of our hotels have a full hectare available for farming, but even in urban settings, locations like St. John's and Halifax grow on a smaller scale; adding freshness directly to your plate.



At our hotel in Charlevoix, we now grow microgreens year-round and produce from the garden is stocked in a fridge and made available to guests. In addition, 195 flower bouquets were made for guests and delivered to rooms by hotel concierges.

# ARTS AND ARTISANS

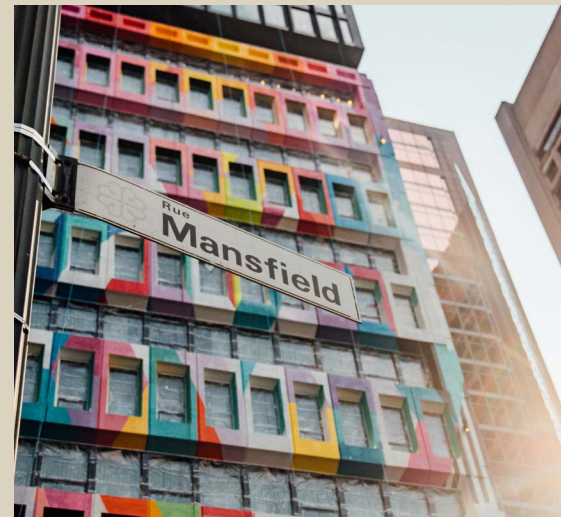
Culture is central to the life of our hotels. We showcase the vision of local artists and artisans by integrating their work into our spaces and guest experience, so that every stay becomes an authentic encounter with local creativity.

## Art Across Canada in 2025

- **In Ottawa:** Designers are taking over select suites with exclusive pop-ups, allowing guests to discover unique creations in an intimate setting.
- **In Montréal:** In partnership with Niebo Hôtel, featured in the Danse Danse programme, we offered an immersive journey where visitors move from one room to another to experience a sensitive and enveloping artistic experience.
- **In Brossard:** At Alt Hotel Quartier DIX30, we have commissioned works from a local artist, and art-focused evening events, similar to exhibition openings, regularly bring together the community.
- **In Calgary:** The opening of our new Terre Café has allowed us to showcase local music through our “Rave Café” concept. Local musicians also perform in our bars in Saskatoon (Bokeh), Quartier DIX30 (Bar Les Cousins), and Charlevoix (Le Bercaill).

### Uniforms

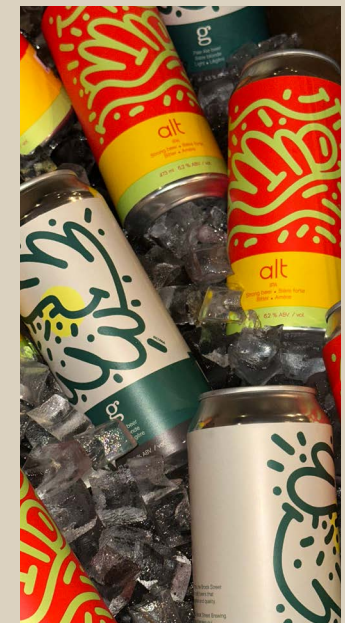
Designed by local talents such as Tristan and Marie Saint Pierre, our uniforms combine functionality, style, and local authenticity.



**Le Germain Hotel Montréal** – In collaboration with Canadian artist Michelle Hoogveld, a 171-foot mural brings the hotel's façade to life, demonstrating our commitment to celebrating local art, from intimate pieces to large-scale works.



**Alt Hotels – Alt Expo**  
Most Alt Hotels feature an Alt Expo photo wall, a signature exhibition that celebrates the city's and invites guests to discover the area through the eyes of local artists.



### Beer labels

Art even features on our beers: now brewed locally, they boast original labels created by a local artist.

# SUSTAINABLE AND TRANSITION PROJECTS

For several years, we have been integrating the best construction, renovation, and design technologies to reduce the footprint of our projects. Working closely with specialists, we implement eco-responsible solutions that improve building performance and the comfort of our guests.

Our operations follow the same approach: reducing waste, reusing and repurposing materials, limiting single-use items where alternatives exist, and providing ongoing training for our teams. Our ambition is not only to do better, but to do things differently.



**Alt Hotel Calgary University District: LEED Gold certified, this hotel was built using recycled materials, energy-efficient technologies, and furniture designed in Canada. It provides a concrete example of the responsible building practices we are implementing across the country.**

# REDUCING OUR IMPACT

In 2024, we completed our first greenhouse gas (GHG) inventory, covering Scopes 1, 2, and, where data was available, selected Scope 3 categories, in accordance with the GHG Protocol and ISO 14064 standard.

This exercise enabled us to identify the areas where our efforts can have the greatest impact, while ensuring that our growth remains aligned with reducing our overall carbon footprint.

Here are a few examples of actions within our most significant emission categories.

## Energy and electricity

- In 11 of our hotels, renewable energy is used for heating and air conditioning, reducing electricity consumption while maintaining optimal comfort.
- Smart energy management: power demand control, power-off systems in unoccupied rooms (Wattstopper), motion sensors, heat recovery, and modulating chillers.
- LED lighting and energy-efficient appliances.
- Low-emissivity thermal windows that maximise natural light whilst reducing heating and air conditioning requirements.

A dedicated member of our maintenance team now closely monitors energy consumption, energy audits, and the progress of our initiatives to support this vision.



Access to active mobility and public transportation options near all our properties, encouraging guests to explore cities in a more sustainable way.

## Sustainable equipment and materials

- Energy-efficient appliances and equipment.
- Prioritizing Canadian technology suppliers and local cloud hosting solutions where possible.
- Use of sustainable materials, including custom furniture manufactured by Ébénisterie Rénova, a Canadian supplier recognized for low-toxicity, highly durable materials.

## Mobility

- Electric vehicle charging stations available for our guests.
- Secure bicycle storage areas at all hotels.



# REDUCING WASTE



Our approach begins with eliminating single-use items. We prioritize reusable alternatives that offer the same level of comfort. This initiative has been ongoing for years (e.g., reusable napkins at banquets, refillable soap dispensers) and is now accelerating.

## Concrete actions in 2025:

- Reusable cups in Alt Hotels (already in place in Le Germain Hotels) have been rolled out in lobbies
- Slippers: disposable slippers replaced with washable, reusable ones
- Single-use water bottles have been removed from all points of sale
- Black washcloths have been introduced to reduce the use of disposable cotton pads and prevent stains on white washcloths (impact measurement planned for 2026).

## 25%

reduction in the use of disposable cups

## 90%

reduction in the purchase of single-use slippers

## 95%

reduction in the purchase of plastic water bottles

Imagine the cumulative impact of these gains, year after year...



**Saying goodbye to single-use water bottles**  
We have phased out single-use plastic water bottles. Water stations, reusable jugs (Naturizzata filtered water), and OVO refill stations on floors, along with in-room jugs at Le Germain Hotels, are now available to guests.

# WASTE MANAGEMENT



## A structured approach

When reduction or elimination isn't possible, we rely on rigorous sorting and responsible waste streams:

- Nespresso capsules: recycling via the Nespresso program, which recovers both coffee grounds and aluminium. Nearly 80% of capsules are recycled.
- Composting has been expanded through the rollout of sorting stations with educational signage. The number of hotels offering composting has increased from 7 to 15.
- At end of life, linens, uniforms, furniture, and electronic equipment are recycled or repurposed through local partners.
- A waste diversion guide has been implemented, along with partnerships for electronics, hazardous materials, and other items to be diverted from landfill.
- Deposit-return practices have been improved across our Québec hotels.
- Too Good To Go: at Le Germain Hotel Ottawa, Alt Hotel Ottawa, and Terre Café in Calgary, we make the most of our unsold items using the Too Good To Go app. In 2025, **1,200 bags** of food were saved and redistributed. (photo 1)



### Soap recycling

We have run pilot projects with Clean the World at Le Germain Hotel Montréal and Le Germain Hotel Toronto Mercer to recycle bar soap. In addition to saving 141 lbs of soap, these pilots helped establish best practices for collection while testing local solutions.

# TRANSITION AND INNOVATION PROJECTS



*Innovation means embracing a pioneering spirit: testing, iterating, going back to the drawing board, engaging our teams, and collaborating with partners, students, and startups... until we create a tangible impact on the guest experience.*

## Circular economy: extending the life of materials and creating value for guests

In a world of limited resources, we are choosing to transform our practices in concrete ways. Although these initiatives do not account for the largest share of our GHG footprint, they play a key role: they open up dialogue with our teams, reshape our sourcing practices, and strengthen very short supply chains.

### Items from the circular economy



**OLA Bamboo**  
Available upon request in all our hotels. Our OLA Bamboo eco friendly toothbrushes are made from offcuts of Canadian maple wood. A small thoughtful touch that avoids plastic while showcasing local craftsmanship.

**ChopValue**  
Luggage tags crafted from upcycled sushi sticks: a sustainable keepsake with a truly circular story. Offered to our guests during the last Stampede.



In 2025, each of our hotels was required to implement a circular economy project. These included:

- Bedding, a second life for the community  
Bedding was sold to employees in the Capitale-Nationale region, with proceeds donated to Centraide. A concrete example of reuse that supports the community while giving high-quality textiles a second life.
- Recycled paper, plantable seed cards  
Documents such as banquet order forms and key card sleeves are collected and transformed into recycled, plantable holiday cards. For our guests, this becomes a meaningful keepsake that extends the experience of hospitality... right into the garden.
- From citrus peels to local spirits  
Peels collected from the kitchen and bar are sent to a local distillery to create limited-edition infusions and spirits, served on our bars. A story of flavour and creativity.
- Reusing furniture from Restaurant Victor  
“Sometimes the best purchase is the one you don’t make.” During renovations, furniture from Restaurant Victor was given a new life. Some pieces now furnish the Terre Café, while others helped create a lounge space on the 11<sup>th</sup> floor.

# TRANSITION AND INNOVATION PROJECTS (CONTINUED)



## Innovation and R&D: Testing, learning, sharing

This year we ran pilot schemes for over a dozen projects, including:

- On-site cultivation — Restaurant Terre (St. John's)  
Testing Aera, a smart indoor farming appliance to grow herbs, greens, and certain root vegetables directly in the kitchen. For guests, this means maximum freshness and full transparency from field to plate. (photo 1)
- Biodigester — Le Germain Hôtel Montréal  
In a building where composting is complex, we tested a biodigester to reduce the volume of organic waste at the source. For our teams, it's a simple tool; for our guests, it means a kitchen that reduces waste without compromising quality. (photo 2)
- Textile upcycling & design  
Testing ways to transform end-of-life felt slippers and used nylon stockings into acoustic wall coverings: a circular design, but above all a useful one.
- Cotton paper from our textiles  
Trial to upcycle end-of-life towels, bathrobes, and sheets into high-end cotton paper for menus, stationery, and cards. (photo 3)



# COMMUNITY SPIRIT AND TEAM WELL-BEING

Whenever we establish a hotel in a city, we aim to be an engaged community member: contributing to its economic vitality, creating quality jobs, supporting residents, and collaborating with local organizations.



Gvent is our annual gathering at one of our properties, recognizing team members selected by their peers. This in-person event celebrates excellence, reinforces recognition, and highlights all our roles, from guest-facing roles to those behind the scenes.

# COMMUNITY ENGAGEMENT FROM EAST TO WEST



Our guest rooms, meeting spaces, and lobbies serve as points of community connection. We invest time and resources to support meaningful local initiatives.

## Our Donation & Sponsorship Program

Three years ago, we refocused our donations and sponsorship strategy to focus our efforts on clear areas of action and ensure a presence in each of our host communities.

### Our priorities

- Arts and culture
- Sports and well-being
- Women
- Community spirit

## \$370,000

Value of donations

## 550+

Number of causes supported

## Team involvement

Beyond financial contributions, we value our teams' commitment: blood drives, fundraising, volunteer events, any way they can lend a hand counts.

## 40+

Activities organized

## 240

Team members involved

## 900

Hours contributed



### Ça pédale

Our teams in Toronto, Brossard (Quartier DIX30), and Québec City rode for various causes: Hôpital Charles-Le Moyne, the Fondation Pierre Lavoie, and Ride for Brain Health. A collective effort that turning kilometres into concrete support.

*Centraide Capitale-Nationale:*  
2025 Theme – Food Security.  
Volunteering, fundraising activities, and donations allowed us to reach a new record of \$20,000.



# CONCRETE ACTIONS FOR TEAM WELL-BEING



## Well being

We are stepping up our efforts (both large and small) to support the well-being of our teams on a daily basis. This commitment is reflected in:

### → Access and support

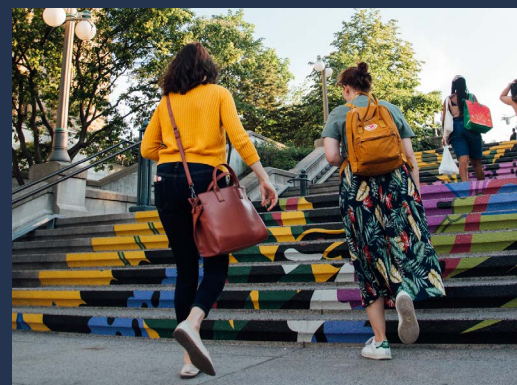
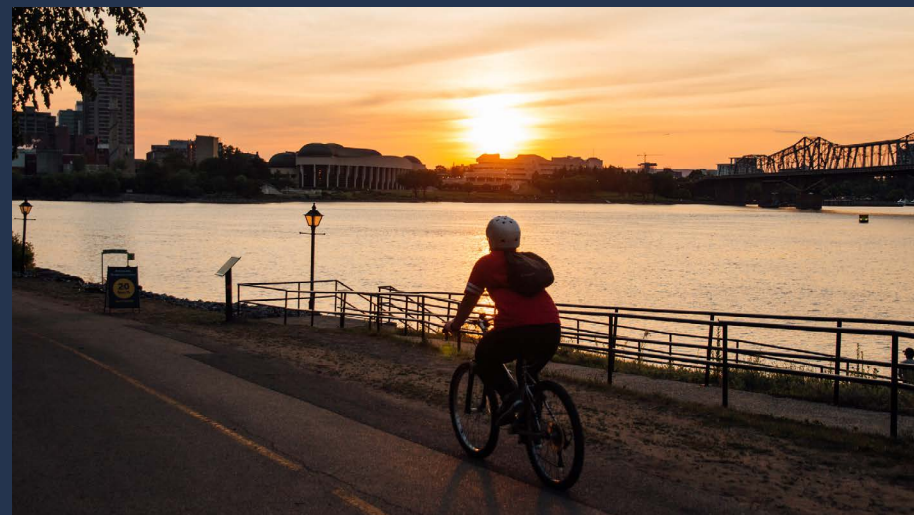
Access to hotel gyms, discounts in our properties and with partners, employee assistance program (EAP), and mental health resources available at all times.

### → Continuous listening via Officevibe

Weekly surveys that guide our managers in the continuous improvement of the workplace experience. Engagement score: 7.8

### → Concilivi recognition seal (since 2023)

Certification of our practices supporting work-family balance.



### Défi Bou'G - 1<sup>st</sup> edition:

100% of our hotels participated in this active challenge; over 17 original activities were organized and a total of 32,804 km collectively covered through running, walking, or cycling. This challenge will be repeated in 2026 to foster both team spirit and workplace health.



# CONCRETE ACTIONS FOR TEAM WELL-BEING (CONTINUED)

## Valuing all professions

To highlight the richness of every role, both guest-facing and behind the scenes, we focus on recognition, training, and maintaining strong connections with the next generation.

### Supporting future talent

Collaboration with **schools** and student projects; hosting **interns** and supporting their transition into employment.

# 33

Partner schools  
(vs 24 in 2024)

# 61

Interns hosted  
(vs 58 in 2024)

### Leadership program

Developing tomorrow's leaders, equipping them, and encouraging the sharing of best practice for the benefit of all teams.

# 60

participants

### Training and skills development

Continuous training programs covering technical skills, service, safety, and guest experience.

### Human trafficking awareness

Mandatory training for Human trafficking awareness for all front desk teams

### Cybersecurity

Mandatory training in cybersecurity, data protection, and responsible credit card handling.

# 64

Training programs  
available

# 26.91

Average training hours per  
employee (vs 23 in 2024)

# 300+

trained team  
members

### Recognition — Gvent

Our annual event **honouring** team members **recognized by their peers.**

# 21

participants

# 120

people  
(Number of nominations received)



At Germain Hotels, you can sleep soundly knowing that we have carefully planned your stay. From efficient building practices to waste reduction to our list of specially selected local suppliers, sustainability is the standard for us, not a luxury.

If you have any ideas, comments, or require further information, please do not hesitate to contact us.

[www.germainhotels.com/en/about/sustainable-development](http://www.germainhotels.com/en/about/sustainable-development)



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