



Kyiv, March 14, 2022

By email from: international@uhra.com.ua

Dear CEOs, communications/press officers and heads of CSR of the hotel groups of:

- Accor: Mr. Sebastien Bazin (CEO), sebastien.bazin@accor.com; www.linkedin.com/company/accor; www.facebook.com/accor
- Hilton: Mr. Chris Nassetta (CEO), cnassetta@hilton.com; www.linkedin.com/company/hilton; www.facebook.com/hilton
- Hyatt: Mr. Mark Hoplamazian (CEO), mark.hoplamazian@hyatt.com; www.linkedin.com/company/hyatt; www.facebook.com/hyatt
- IHG Hotels: Mr. Keith Barr (CEO), keith.barr@ihg.com; www.linkedin.com/company/ihg; www.facebook.com/ihg
- Marriott: Mr. Anthony Capuano (CEO), anthony.capuano@marriott.com; www.linkedin.com/company/marriott; www.facebook.com/marriott
- Wyndham: Geoffrey A. Ballotti (CEO), geoffrey.ballotti@wyndham.com; www.linkedin.com/company/wyndham
- Radisson: Federico J. González (CEO), federico.gonzalez@radissonhotels.com; www.linkedin.com/company/radissonhotels; www.facebook.com/radissonhotels

Dear HOTREC members and President, Jens Zimmer Christensen
Dear UNWTO, Mr. Secretary-General, Zurab Pololikashvili,

Re: **Support for sanctions against Russian invasion – international hotel operators**

Dear industry colleagues,

On 2 March 2022, UHRA issued an open letter to HOTREC appealing for global hotel and tourism organisations "Support for sanctions against the Russian invasion". As a direct consequence of the joint appeal from State Agency of Tourism Development of Ukraine ("ministry of tourism", chaired by Ms. Mariana OLESKIV) and UHRA to the UNWTO, on 8 March, the UNWTO held an extraordinary session of the General Assembly in Madrid to suspend Russia's membership in the organisation.

Apart from the request to expel Russia from the UNWTO and IATA, the UHRA called for OTA's, tour operators and wholesalers to immediately halt the provision of their services in Russia.

In the interim, reservation and travel organisations such as Booking.com, Expedia, Google Travel, HRS, AirBNB, Skyscanner, Kayak, Tripadvisor, Trivago, and TUI have terminated all operations within Russia.

Large multinational companies from other industries such as BP, Shell, Apple, McDonald's, Ikea, Coca-Cola have been clear about their ethical positions; they have sacrificed billions of Euro revenue streams and given up huge asset positions. They have given up more than just license and management fees, have broken agreements with their Russian partners, and released tens of thousands of their Russian and expatriate employees because they know without making such difficult long-term resolutions, they cannot change the cruel direction of the Kremlin. We are struggling to understand why the hotel industry is any different, why quality hoteliers cannot send the same message to the Russian war regime?

We are **bitterly disappointed** that almost all prominent hotel companies have only made token statements about their operations in Russia. We consider the declaration to suspend new hotel development in Russia as an empty and cynical gesture since, with the withdrawal of international financing, no pipeline hotels can be completed in any case without Putin's oligarch's money. So far, only IHG and Marriott have made minor inconveniences by closing small representative offices in Russia, and all major hotel groups continue to operate all their hotels.

Today Russia's armies are carpet bombing our cities, turning our homes and hotels to rubble; they are murdering our children and our parents, our peaceful brothers and sisters; many of whom are your very own employees, hotel receptionists, waiters, chefs, and accountants.



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SATD

State Agency for
Tourism Development
of Ukraine

Державне агентство розвитку туризму України
registration number/ЄДРПОУ 43553128

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We do not wish to coerce, but we cannot sit by and let the inaction of hotel operators who continue to try and sit on the fence and effectively support the regime of Putin. As an association of dedicated hoteliers, we have a great deal of respect for international operators and hope they will be active when the time comes to rebuild Ukraine. We do not want to get angry at hotel operators; we do not want to feel compelled to call for hotel brand boycotts. The anger should be collectively fixed in one clear direction.

As we write this letter, the Russian war machine is surrounding us in Kyiv with the intent of destroying this fantastic city, our people, us hoteliers. We ask operators to please act now; please be on the right side of history, to cease to try and "ride out" this brutal massacre of Ukraine, to make an immediate and tangible stand against this war.

We kindly ask each hotel group to email UHRA at international@uhra.com.ua with a statement regarding your further intentions of responsible and ethical business strategy related to sanctions in Russia. Otherwise, comment or correct your respective general press statement below and advise us on how concretely you will support us.

In case you have any urgent questions please feel free to call the mobile of my colleague, Ivan LOUN, one of the Founding Members of UHRA and Advisors to SATD, who is now located in Lviv +380 50 337 5010.

Thank you in advance for your support!

Slava Ukraini!

Yours sincerely,

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Hotel Operators Statements on Ukraine

As of 13 March 2022, of the top seven hotel companies in Russia, representing over 85% of international hotel branded properties in the country, six have published official statements regarding the situation in Ukraine (exception is the Chinese owned Radisson Hotel Group).

Hotel operators' recent statements on Ukraine in approximate order of size of presence in Russia:

- **Accor (4 March)** – "Accor continues to monitor the situation closely, and our warmest thoughts goes to all those severely affected by this war.", "...the Group is also working hard in close collaboration with authorities and NGOs to welcome those fleeing areas of conflict, offering shelter and resources..."
- **Radisson (No statement on Ukraine!)** – Their website and internet search engines appear to indicate that they have made no official statement on Ukraine and continue to operate a large regional office in Moscow and 47 hotels across Russia.
- **IHG (9 March)** – "...we are suspending future investments, development activity and new hotel openings in Russia. We are also closing our corporate office in Moscow but will continue to support our colleagues.", "We are working with our hotel owners in countries neighbouring Ukraine to offer refugees temporary accommodation."
- **Marriott (2 March / 10 March)** – "We have made the decision, effective immediately, to close our corporate office in Moscow, and pause the opening of upcoming hotels and all future hotel development and investment in Russia.", "...closely monitoring the deteriorating situation in Ukraine, Russia and neighbouring countries, and remain in regular contact with our teams on the ground, as we work to comply with sanctions and applicable laws. Our hotels in Russia are owned by third parties, and we continue to evaluate the ability for these hotels to remain open."
- **Hilton (9 March)** – "We are suspending all new development activity in Russia.", "We are donating up to 1 million room nights to support Ukrainian refugees and humanitarian relief...", "Hilton continues to monitor the situation as it evolves."
- **Wyndham (10 March)** – "Donating Wyndham profits from business operations in Russia to humanitarian relief efforts...", "We continue to monitor the situation as it evolves. While Wyndham does not maintain a corporate office or hotel management presence in Russia, we are working with our team members in the broader region to support the Ukrainian people..."
- **Hyatt (4 March / 11 March)** - "...suspend our development activities and any new investments in Russia". "...complying with applicable sanctions and U.S. government directives", "...continue to evaluate our existing management agreements with the third-party entities that own Hyatt hotels in Russia..."