

Choice Hotels and CarbinX Win a 2024 World Sustainable Travel & Hospitality Award

Choice Hotels International, in collaboration with CleanO2, is honored to announce it has been awarded the inaugural 2024 World Sustainable Travel & Hospitality Award in the Leading Sustainable Technology category. This recognition celebrates the company's groundbreaking CarbinX technology pilot at the Radisson Blu Mall of America in Minnesota, which is the first hotel in the world to have successfully implemented this technology.


CarbinX, the world's first small-scale carbon capture device developed by CleanO2, captures CO2 emissions from hotel water boilers, reducing carbon emissions by 6-8 tons per year and cutting natural gas consumption by up to 20%. The system also produces pearl ash, a byproduct that can be used to manufacture soaps and other potential sources of revenue.

Megan Brumagim, vice president for sustainability at Choice Hotels, said: "We are building a better tomorrow, today, by championing sustainability measures that benefit our communities and help hotel owners save time and money. The CarbinX technology not only reduces the environmental impact of the Radisson Blu Mall of America but also creates tangible value through cost savings and potential revenue sources. This award is a testament to our ongoing efforts to create a greener future in the hospitality industry."

Jaeson Cardiff, chief executive officer of CleanO2, said: "We are thrilled to collaborate with Choice Hotels on this groundbreaking initiative. The implementation of our CarbinX technology at the Radisson Blu Mall of America showcases the power of innovation in reducing carbon emissions while contributing to both the environment and the hospitality industry. This award underscores the importance of integrating sustainable technologies into everyday operations, and we look forward to continuing our efforts in transforming the industry for a greener future."

Alberto J. Abreu, Radisson Blu Mall of America general manager said: "We are incredibly proud to be the first hotel in the world to implement the CarbinX technology. This achievement not only underscores our commitment to sustainability but also highlights the innovative spirit of our team and partners. The CarbinX system has significantly reduced our carbon footprint and operational costs, while also creating new opportunities for revenue through the production of pearl ash. This award is a testament to our dedication to leading the hospitality industry towards a more sustainable future."

For more information on Choice Hotels' sustainability initiatives, please click [here](#).

Additional assets available online:  [Photos \(4\)](#)

<https://stage.mediaroom.com/choicehotels/2024-10-08-Choice-Hotels-and-CarbinX-Win-a-2024-World-Sustainable-Travel-Hospitality-Award>