



True Blue Bay
Boutique Resort
Grenada

PRESS RELEASE

TRUE BLUE BAY BOUTIQUE RESORT WINS PRESTIGIOUS CARIBBEAN HOTEL AND TOURISM ASSOCIATION'S CHIEF ANNUAL AWARDS FOR ENVIRONMENTAL SUSTAINABILITY

GRENADA - December 3rd, 2023 - True Blue Bay Boutique Resort, located on the picturesque island of Grenada, is thrilled to announce its recent accolade as the recipient of the Caribbean Hotel and Tourism Association's (CHTA) CHIEF Annual Awards for Environmental Sustainability. This award reflects the resort's unwavering commitment to protecting the precious Grenadian environment and its transformation into one of the most sustainable hotels in the Caribbean.

The Fielden family, owners of True Blue Bay Boutique Resort, have been passionate advocates for environmental sustainability since the hotel's inception. Their vision was to create a haven that offered unique experiences while also minimizing its impact on the environment and contributing positively to the local community..

Leading this eco-conscious charge is Russ Fielden, a dedicated environmentalist with deep concerns about the vulnerability of the Caribbean islands to climate change. His unwavering passion and commitment to preserving Grenada's breathtaking environment have been instrumental in driving the resort's sustainability initiatives forward. Russ believes in the power of responsible tourism and strives to ensure that every aspect of the resort's operations aligns with this vision. Under Russ Fielden's guidance, True Blue Bay over the past 25 years has developed environmental policies and invested in carbon neutral technologies. The resort has implemented numerous eco-friendly practices, including waste management systems, energy-efficient solutions, water conservation measures, and community support initiatives. These efforts have not only reduced the resort's environmental footprint but have also created educational opportunities and economic growth within the local community. However, as Russ says, "Grenada and particularly the tourism sector have to strive hard to reach the goal of becoming truly sustainable in as short a time as possible. True Blue Bay is just a small part of a much larger initiative to make Grenada carbon neutral "

The CHEIF Annual Awards for Environmental Sustainability, presented by the CHTA recognize and celebrate outstanding achievements in sustainable tourism within the region. This prestigious accolade serves as a testament to True Blue Bay Boutique Resort's ongoing dedication to environmental stewardship and its commitment to being a responsible tourism industry leader.

In light of this remarkable accomplishment, the Fielden Family and the entire team at True Blue Bay Boutique Resort express their deepest gratitude to the CHTA for this recognition. They also extend their heartfelt appreciation to the guests, partners, and staff members who have supported and encouraged their sustainability journey.

For more information about True Blue Bay Boutique Resort's sustainability initiatives and to book an unforgettable eco-luxury experience, please visit www.truebluebay.com.

About True Blue Bay Boutique Resort -

True Blue Bay Boutique Resort, nestled in the stunning island of Grenada, is a family-owned hotel committed to providing sustainable luxury experiences while preserving the environment. With a focus on responsible tourism, the resort offers eco-friendly accommodations, an array of activities, and an authentic Grenadian experience. For more information, please visit www.truebluebay.com.

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