

Waldorf Astoria Maldives Ithaafushi Announces a Groundbreaking Eco Partnership



Parley Maldives, introducing Parley Air to end today's major ocean threats through creativity, collaboration and eco-innovation

Maldives 2023: As the threat of environmental destruction grows around the world, so does the concern at Waldorf Astoria Ithaafushi to address the fast-growing threat of marine plastic pollution and the importance of marine conservation.

They are excited to partner with Parley Maldives, the Maldives branch of Parley for the Oceans, where they address this threat through the new Parley AIR strategy – Avoid, Intercept, and Redesign. Parley for the Oceans addresses major threats towards our oceans, the most important ecosystem of our planet. It is the space where creators, thinkers, and leaders come together to raise awareness for the beauty and fragility of our oceans and collaborate on projects that can end their destruction.

Keeping in line with the Hilton's [Travel with Purpose](#) targets, the team has started the partnership with Parley. Firstly, they identify all types of plastics at the hotel that can be recycled, then intercept and collect them in the Parley jumbo bags and deliver the full bags to either Malé or Thilafushi. Once there, the bags are taken to the Parley facility to be sorted, baled and exported for recycling.

Further than committing to collect and transport all recyclable plastic from the island, Waldorf Astoria Ithaafushi also plans to:

- Encourage and educate all guests to emotionally connect to the ocean's life to ensure its protection for the future.
- Engage with the team to impassion them to become champions for the oceans, which is the source of Maldivian existence — their identity and livelihood.
- Work with nearby local community schools to foster an appreciation for the ocean, its ability to sustain and nourish, and the urgency of action to protect it.

Hilton

Nestled among white sands and caressed by crystal azure waters, our resort offers a blissful escape for sophisticated travelers seeking [unique experiences](#). Our exclusive tropical enclave captures the essence of timeless luxury, allowing guests to create memories that last a lifetime.

Explore the abundant marine gardens and surround yourself with coral reefs and magnificent ocean life. Stay above the cyan waters to find the stunning white beaches, and on-land activities including Padel tennis and tennis sessions with our resident tennis pro, the Stars Club for Kids, and the Club Nova Teens Club.

Embracing the ultimate escape, Waldorf Astoria Maldives Ithaafushi envelops guests in limitless privacy, providing an oasis of serenity and wonder. The spacious and [meticulously designed accommodations](#) are perfect for bonding with loved ones or celebrating life's significant milestones with close friends.

“Our goal in the Maldives is to boost the protection of the marine ecosystem through collective change.” Pledges Parley spokesperson.

For more information or to book a stay, please visit waldorfastoriamaldives.com or call +960-400-0300. Follow Waldorf Astoria Maldives Ithaafushi on [Instagram](#) and [Facebook](#).

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About Waldorf Astoria Maldives Ithaafushi

Waldorf Astoria Maldives Ithaafushi is an unforgettable island escape with a wealth of experiences to discover. The resort features 119 reef, beach and overwater villas spanning across three interconnected islands, including an independent private island with dedicated staff and luxury amenities. Guests can experience culinary excellence through 11 distinctive dining venues, a world-class lifestyle spa sanctuary and fitness center, a children’s club, a watersports and diving center, and diversified activities for all generations.

About Waldorf Astoria Hotels & Resorts

[Waldorf Astoria Hotels & Resorts](#) is a portfolio of more than 30 iconic properties that creates a unique sense of place with a relentless commitment to elegant service, one-of-a-kind experiences and culinary expertise in landmark destinations around the world. Inspired by their timeless environments and sincerely elegant service, Waldorf Astoria hotels deliver an effortless experience seamlessly, creating a true sense of place for guests through stunning architecture, iconic Peacock Alley, refined art collections and elevated in-room amenities. In addition to the brand’s world-class hotel offerings, Waldorf Astoria boasts a global residential portfolio that





provides the comfort of a private home combined with unsurpassed amenities and high-touch service. Waldorf Astoria is part of Hilton, a leading global hospitality company. Experience an unforgettable stay at Waldorf Astoria Hotels & Resorts by booking at waldorfastoria.com or through the industry-leading [Hilton Honors app](#). [Hilton Honors](#) members who book directly through preferred Hilton channels have access to instant benefits. Learn more about Waldorf Astoria Hotels & Resorts at stories.hilton.com/waldorfastoria, and follow the brand on [Twitter](#), [Instagram](#) and [Facebook](#).

About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 19 world-class brands comprising more than 7,200 properties and more than 1.1 million rooms, in 122 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed more than 3 billion guests in its more than 100-year history, earned a top spot on Fortune's 100 Best Companies to Work For list and been recognized as a global leader on the Dow Jones Sustainability Indices for six consecutive years. Hilton has introduced several industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Through the award-winning guest loyalty program Hilton Honors, the more than 158 million members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy. With the free [Hilton Honors app](#), guests can book their stay, select their room, check in, unlock their door with a Digital Key and check out, all from their smartphone. Visit stories.hilton.com for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

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