# Jetwing Hotels recognised at the Responsible Tourism Forum

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School children participating in a tree-planting campaign organized by Jetwing Hotels

Jetwing Hotels was one of three winners chosen under the ‘Inspiring Stories from Destinations’ category at the Responsible Tourism Forum at ITB Asia organized by Wild Asia. The entry focused on Jetwing’s corporate social responsibility initiative, known as the Jetwing Eternal Earth Programme (JEEP), which covers all measures and activities undertaken by the company to uplift communities, implement sustainable practices, and create a positive action for the environment.

The presentation took place at ITB Asia, Singapore. The Responsible Tourism Forum, which is hosted by the Wild Asia team at ITB Asia annually, focuses on accounts of people and companies that have made a difference.

Ishanth Gunewardene, Head of Sales and Marketing for Jetwing, said “We are delighted and honoured to be chosen as one of the winners at this forum which is a further validation of all our efforts and achievements when it comes to sustainable tourism in Sri Lanka. The Responsible Tourism Forum was an ideal platform to showcase all our efforts coming under our JEEP programme to a wide international audience. The Programme is a major part of who we are. Helping communities, people, the environment has always been in our DNA.”