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Vindow Inc. is Proud to Join the Global Sustainable Tourism Council (GSTC) in its Efforts to Build a More Sustainable Travel Industry

November 14, 2022 – Miami, FL – [Vindow Inc.](#) – the cloud-based travel technology platform that brings buyers and sellers of contracted accommodations together to facilitate a more effective RFP and contracting process – is proud to be a member of the [Global Sustainable Tourism Council \(GSTC\)](#), working with the organization to make travel more sustainable.

Vindow is the only cloud-based, SaaS platform that combines a centralized, full lifecycle management of the procurement process – from RFP generation through contract management – with AI-powered, intelligent market analytics. In addition to the valuable business benefits the platform offers, it also gives buyers and sellers an easy way to decrease their carbon footprint. Vindow’s online RFP management and contracting functionality facilitates greener transactions by eliminating hard copies, helping to protect our planet’s natural resources. According to a [July 2022 WBR Insights & Amadeus report](#), “46% of travel buyers are prioritizing going paperless” – and Vindow helps buyers to accomplish that important goal.

According to the same [study](#), “78% of buyers believe that technology will be somewhat effective (60%) or very effective (18%) at helping achieve their sustainability objectives for their travel programs.” Vindow’s platform helps travel managers accomplish these goals by making it easy to source green properties, using sophisticated AI-based filters in the RFP search process, to highlight properties committed to sustainable operations. This feature, called Vindow’s Experts Village, gives green hotels the ability to actively promote this feature to buyers – giving them a distinct competitive advantage in today’s highly competitive travel industry, where [“85% of travel buyers said sustainability is a moderate or high business priority in the next 12 months.”](#)

Vindow’s commitment to sustainability goes beyond the platform’s features and functionality; in the company’s day-to-day operations, sustainability remains a guiding principle. The company is headquartered in a coworking space, minimizing the company’s consumption of natural resources. In addition, employees are encouraged to work from home, when possible, to decrease the company’s emissions and overall carbon footprint.

“We are thrilled to welcome Vindow as a new member of GSTC,” said Roi Ariel, General Manager of GSTC. “By joining, Vindow is showing the company’s commitment to making the business travel industry more sustainable; we look forward to working together on achieving this goal in the coming years.”

“Corporate sustainability is a significant priority in all aspects of Vindow’s business,” said Andrea Coronel, Co-Founder of Vindow Inc. “Our platform’s ability to replace hard copy communications – using online tools like instant messaging, workflow of approvals and cloud-based document storage – and the search functionality that simplifies the sourcing of green hotels, makes Vindow an efficient and cost-effective way for buyers to offset the significant carbon footprint that is inherent in the business travel industry. As a new GSTC member, we are excited to leverage the organization’s global network to

expand the reach of our current and future sustainability initiatives, in a continued effort to support their mission to create a more sustainable travel industry.”

To find out more about Vindow’s commitment to sustainability or to arrange an interview, please contact Jennifer Nagy at jenn@jlnpr.com or +1.786.420.1160.

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About Vindow

[Vindow](#), headquartered in Miami, FL, offers the group travel industry with the only cloud-based SaaS platform that combines a centralized, full lifecycle management of the procurement process, from RFP generation through contract management, with intelligent market analytics. Vindow’s platform harnesses the power of Artificial Intelligence to significantly improve the entire sourcing lifecycle by bringing unprecedented levels of transparency, efficiency and insight to all transactional parties. Vindow is accredited by the [Global Sustainable Tourism Council \(GSTC\)](#), as the company’s online RFP management and contracting functionality facilitates greener transactions, helping to protect our planet’s natural resources. Find out more at vindow.com.