

Intertek Cristal enables sustainability certification for 21 Sunrise Resorts in Egypt

Intertek Cristal aims to position itself as a trusted partner guiding hotels through a structured and guided sustainability journey from preparation to independent certification



Cairo, Egypt May 29, 2026 ([IssueWire.com](https://www.issuewire.com)) - Intertek Cristal, a market leading global health, safety, quality and security risk management business focused on the travel, tourism and hospitality sector, has led the delivery of 21 sustainability certifications for Sunrise Resorts & Cruises (Sunrise) in Egypt through its EcoCheck GSTC programme.

As expectations from guests, tour operators, investors and regulators continue to evolve, it is becoming increasingly important for hotel owners to take a proactive approach to meeting internationally recognised sustainability standards.

Achieving EcoCheck GSTC certification across 21 hotels reflects Sunrise's strong commitment to embedding sustainability across its portfolio, supported by clear leadership direction and operational implementation across all properties. This milestone strengthens Sunrise's positioning with international tour operators and online travel platforms, where verified sustainability credentials are increasingly influencing booking decisions.

Before certification, Intertek Cristal worked closely with Sunrise's management and hotel teams as part

of its structured EcoCheck GSTC programme approach, which combines hospitality-focused training, gap assessments and practical advisory. This enabled teams across the 21 properties to build the knowledge and capability needed to align on shared sustainability goals, identify operational gaps and implement the right processes to embed sustainability into day-to-day operations.

Following this preparation, an independent GSTC-accredited certification was carried out by RoyalCert International Registrars, ensuring that performance was verified against the EcoCheck GSTC-recognised standard. Certification confirms that a hotel has implemented the GSTC sustainability standards across four pillars: sustainable management, socioeconomic impacts, cultural impacts and environmental impacts.

This collaboration highlights how strong leadership, operational excellence and a structured approach to sustainability can come together to deliver credible, market-recognised results at scale.

Matt Barrett, Managing Director of Intertek Cristal, said: “Sustainable hospitality requires commitment at leadership level, cascaded through to day-to-day operations. Sunrise Resorts & Cruises has demonstrated exactly that, and we have supported this through a guided journey — from training to certification — embedding sustainability into consistent operational practice across their hotels.”

Dr. Said El-Atik, CEO of Sunrise Resorts & Cruises, added: “Sustainability is not only essential to how we operate, but also to the long-term continuity of the tourism industry in Egypt and beyond. Achieving certification across 21 hotels reflects the commitment of our teams to reducing our environmental footprint, supporting local communities, and creating meaningful experiences for travellers.”

Intertek Cristal’s GSTC-recognised EcoCheck standard for hotels confirms alignment with GSTC Standards for sustainable tourism. As part of this guided sustainability journey, hotels participating in the programme benefit from tailored gap analysis assessments, hospitality-focused training and advisory in preparation for their independent GSTC-accredited certification audit

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