

Mike English

FOUNDER & CTO · IMPT

Mike English is the founder of **IMPT** — a hotel booking and shopping platform that pays for the carbon offset out of its own commission, not the customer's pocket. IMPT books across roughly 1.7 million hotels in 195 countries, the same supply as the major OTAs, at the same price.

The premise is simple. Most travel runs on guilt and box-ticking. IMPT removes both: the price you see is the price you pay, free cancellation, and approximately one tonne of CO₂ removed per booking — about 28 hotel nights' worth of emissions. The carbon credits are bought and retired on a public ledger, so the offset is verifiable rather than asserted.

Mike grew up in Clonmel, Co. Tipperary, where he still lives with his family. He has spent over twenty-five years building hospitality and technology businesses out of the south of Ireland. He is also building IMPT's loyalty layer (IMPT token), the Mastercard/Visa debit card that ties it together, and the world's first AI hotel system.

One-line

"Same hotels, same prices, free cancellation — and we pay for the carbon out of our commission. About 28 nights of CO₂ removed per booking, on-chain."

Quick facts

Founder of	IMPT (impt.io) — hotel booking + carbon offset
Coverage	~1.7M hotels · 195 countries
Carbon mechanic	~1 tonne CO ₂ per booking · paid by IMPT · on-chain
Other surfaces	IMPT Shop · IMPT Goodness · IMPT Green Card · IMPT token + card
Based in	Clonmel, Co. Tipperary, Ireland
Press contact	mike@impt.io · calendly.com/mike-impt/30min
Personal site	mike-english.com

What's on-the-record

- IMPT pays for the carbon out of its commission — not added to the bill.
- Roughly 1 tonne of CO₂ removed per booking, equivalent to ~28 hotel nights' worth of emissions.
- Carbon credits are bought and retired on a public on-chain ledger.

- Coverage of ~1.7M hotels in 195 countries.
- IMPT also runs an eco shop and is rolling out a Mastercard/Visa debit card tied to the IMPT token.

Press kit assets: headshots (5) in three sizes, IMPT logos, brand reference. [mike-english-impt-press-kit.zip](#).