














# GREEN LODGING

## TRENDS REPORT 2024

# TABLE OF CONTENTS

	<b>1. About the GLTR</b>	3
	<b>2. About Greenview</b>	5
	<b>3. Hotel Sustainability Basics Initiatives (The Basics)</b>	9
	<b>4. Thematic Trends</b>	11
	4.1 Management System	12
	4.2 Staff & Guest Engagement	20
	Staff Engagement	22
	Guest Engagement	26
	4.3 Social Impact	28
	Support Local	32
	Reduce Inequalities & Improve Accessibility	38
	4.4 Pollution & Biodiversity	39
	4.5 Responsible Consumption	47
	4.6 Waste Management	59
	Waste & Recycling	62
	Single-Use Plastic	73
	4.7 Water Conservation	78

	4.8 Energy Management	92
	4.9 Climate Action	102
	Carbon Emissions	106
	Green Transport	111
	<b>5. Industry Supporters</b>	117
	<b>6. About the Hotel Benchmarking Report</b>	118





# 1 ABOUT THE GLTR

## ABOUT 2024 GREEN LODGING TRENDS REPORT

### DESCRIPTION OF GLTR

**T**he Green Lodging Trends Report (GLTR) is the leading global benchmarking study on sustainability best practices in hotels. Launched in 2016, the initiative seeks to assess and catalyze sustainability innovation and best practices and promote awareness of the state of sustainability across hotels worldwide. GLTR originally began as an annual exercise with reports published for three consecutive years from 2016 to 2018. After the 2018 report, GLTR shifted to a biennial exercise in order to capture trends over a two-year period.

### CONTRIBUTING COMPANIES

**T**his year, GLTR received data from about 20,000 hotels across 50 countries to deliver the latest insights on hotel sustainability best practices. The dataset was made possible due to the participation of companies including AMAN, Centara Hotels & Resorts, Chatham Lodging Trust, Deutsche Hospitality, Diamond Rock Hospitality, Four Seasons, Hilton Worldwide, Horwath HTL, Mandarin Oriental Hotel Group, Marriott International, NH Hotels, Park Hotels & Resorts, Pebblebrook Hotel Trust, Radisson Hotel Group, Rosewood Hotel Group, Ryman Hospitality Properties, Six Senses Hotels Resorts Spas, The Ascott Limited, and Xenia Hotels & Resorts.

### DATA COLLECTION METHODS

**T**here were two data collection methods; direct participation by responding to the GLTR on Greenview Portal, our sustainability data management platform, or via bulk data set received from companies. We assessed 80 best practices in the 2024 GLTR, including hotel profiles (geographic location, service type, STR chain scale and hotel type). The hotel profiles enabled further data dissections by each of the breakdowns. ***The definition of each hotel segment is provided on the next page.***

By participating in the GLTR, hotels receive a confidential, bespoke benchmarking report that includes a comparison of performance against peers based on the data available per hotel profile. Participating hotels also stand a chance to be featured in the GLTR for outstanding sustainability best practices.



Greenview 5 Shenton Way, UIC Building #10-01, Singapore 068808  
[info@greenview.sg](mailto:info@greenview.sg) [www.greenview.sg](http://www.greenview.sg) [linkedin.com/company/greenview](https://linkedin.com/company/greenview)

Green Lodging Trends Report 2024 Published by Greenview. All rights reserved.

SEGMENT TYPE	SEGMENT	DESCRIPTION
Asset Class	Full Service	Hotels that offer a wide range of amenities and services designed to provide guests with a comprehensive vacation experience including dining options, recreational activities, entertainment, and pool, spa, and wellness services.
Asset Class	Limited Service	Hotels that offer fewer amenities and services compared to full-service hotels. These hotels typically provide basic accommodations, housekeeping services, and limited on-site dining options, such as continental breakfast or a small café.
STR Segment	Midscale, Upper Midscale, Upscale, Upper Upscale, and Luxury	Each hotel's segment is assigned based on STR Global Chain Scales, with independent hotels assigned at estimated level.
Hotel Type	Airport	Transit hotels for travelers to get some rest in between flights or during lengthy layovers. These typically offer limited services and are located within an airport or in close proximity to an airport.
Hotel Type	Convention or Conference Hotel	Designed to accommodate large groups of people attending conventions, conference trade shows, and other events. These hotels typically have a large number of guest rooms and meeting/hall spaces, as well as other amenities and services that are tailored to the needs of convention attendees.
Hotel Type	Extended Stay	Designed for guests who plan to stay for an extended period of time, usually one week or more. Extended stay hotels typically offer larger guestrooms or suites that include a fully equipped kitchen, living area, and workspace, as well as on-site laundry facilities. Often offer weekly or monthly rates that are more affordable than the daily rates of traditional hotels.
Hotel Type	Resort	Resorts offer a wide range of amenities and services, typically consisting of lodging accommodation, dining options, recreational activities, entertainment, and spa and wellness services.
Hotel Type	All Other Hotel (AOH)	All other hotel types that do not fall under the above categories.

## INTRODUCTION TO THEMES

The GLTR groups sustainability practices into themes (e.g., single-use plastic, climate action, community, etc.) with each chapter providing a summary of findings with deeper analytics and visual charts per best practice. All best practices are further grouped into the four categories below based on their adoption rates:

- **Common practices (75% and above)**
- **Established practices (50% - 74%)**
- **Emerging practices (25% - 49%)**
- **Innovative practices (Less than 25%)**

The best practices incorporate the Hotel Sustainability Basics Initiative (“The Basics”), developed by the World Travel & Tourism Council (WTTC) together with its partners. It also aligned with some of the key criteria included in the Global Sustainable Tourism Council (GSTC) certification. The GLTR serves to not only catalyze the uptake of common best practices, but also accelerate the adoption of innovative and emerging best practices so that they become more established and common.

## NOTES ON INTERPRETING THE REPORT

- The responses do not represent the full data set as participants were not required to answer all questions. As such, the number of responses varies for each question.
- The full data set also includes integration from other sources to augment the missing regions and hotel types.
- The responses are self-reported by individual hotels and hotel companies, and Greenview does not conduct verification on the raw data inputs to maintain efficiency and encourage broad participation. As a result, the accuracy of individual responses may vary based on participants’ internal reporting processes.
- Of the total participants, about 80% of the responses originate from large hospitality brands, many of which may implement company-wide best practices. This can lead to variations in data trends, especially when these practices are mandated across multiple properties.
- Greenview may exclude certain data points or hotel segmentations due to insufficient data, in order to maintain the integrity of the report.



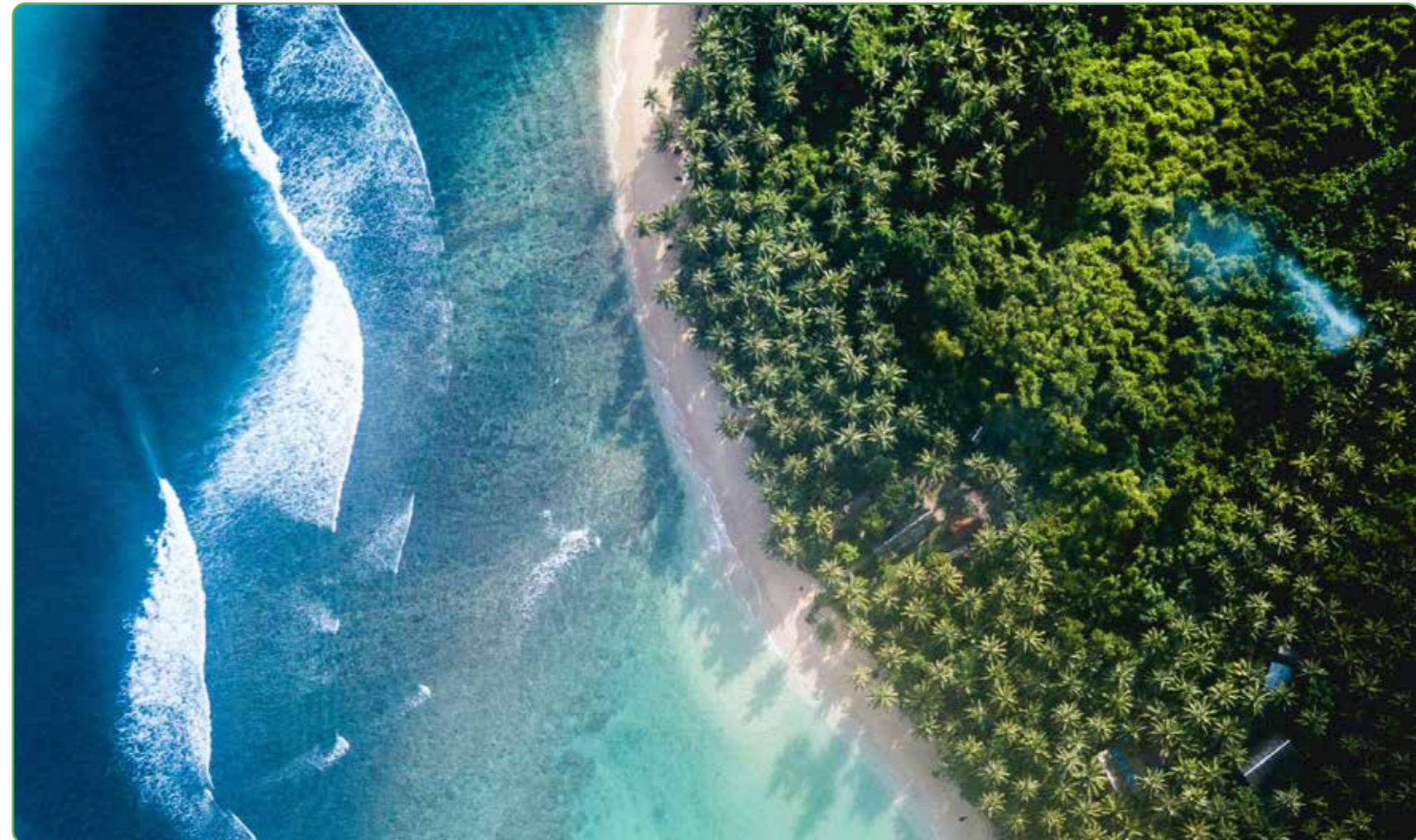


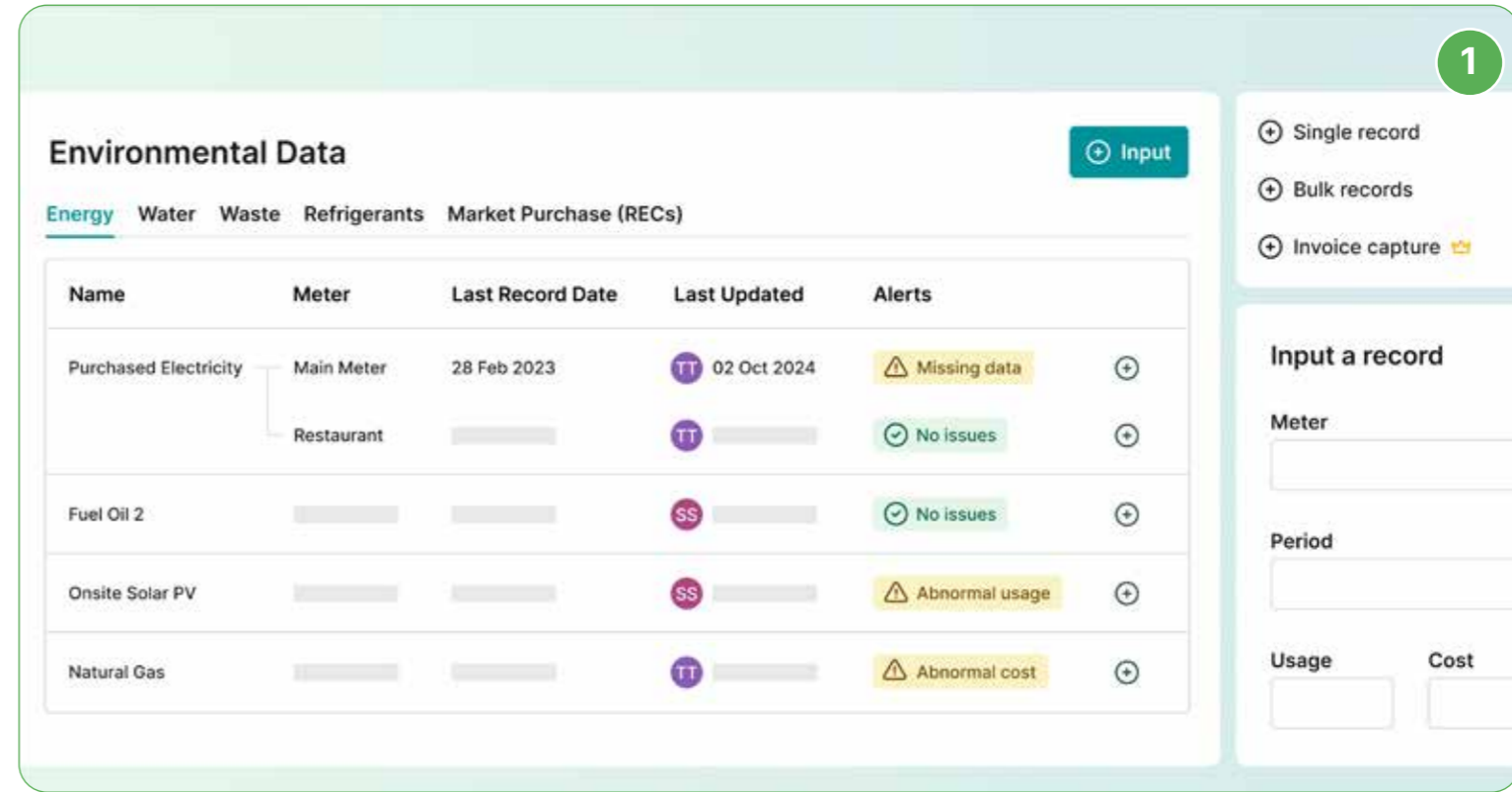
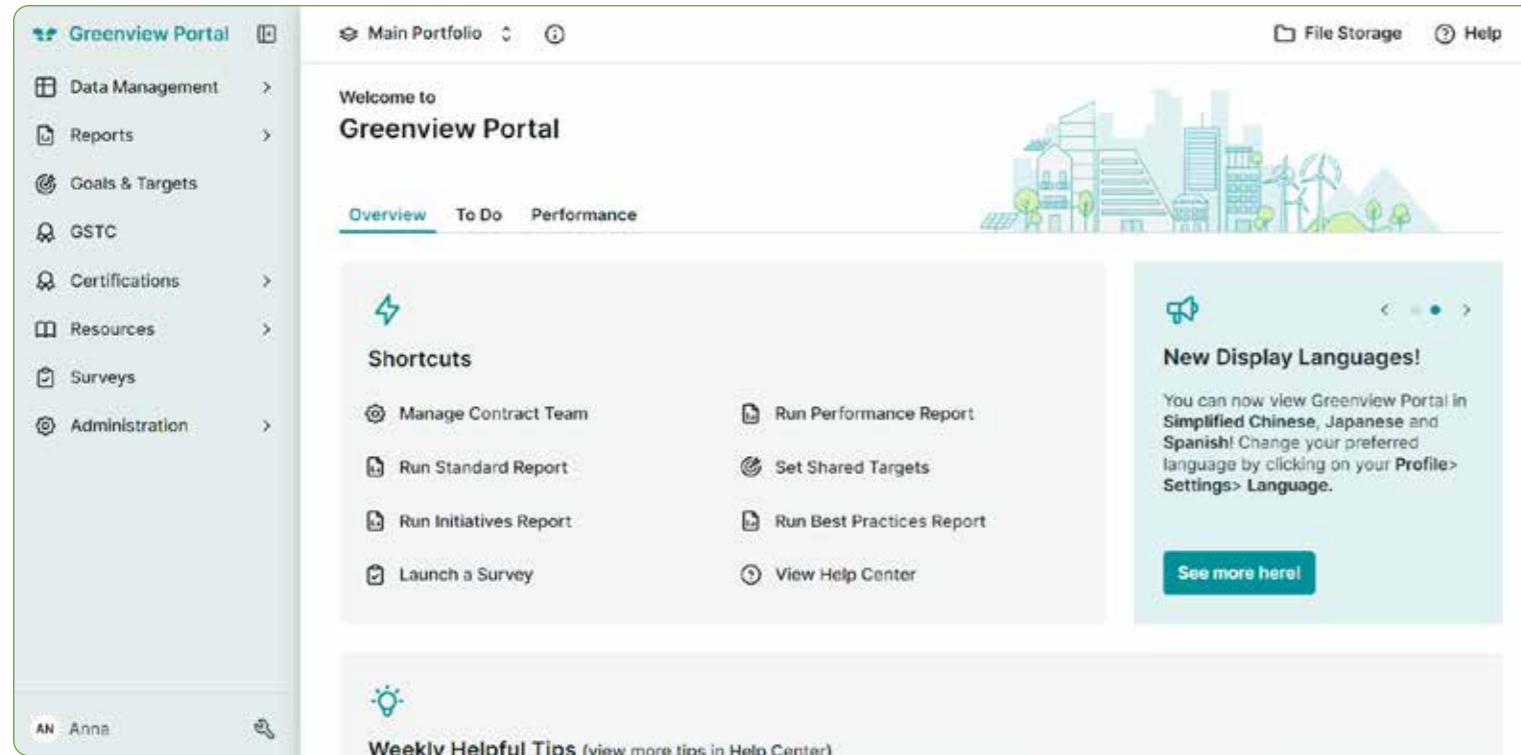
2  
**ABOUT  
GREENVIEW**

## ABOUT GREENVIEW

**F**ounded in 2008 as one of the leading sustainability services providers for hospitality and tourism and having served over 100 clients to-date, Greenview supports organizations with their corporate responsibility and sustainability platforms to drive profitability, streamline data management, keep up with trends and provide effective communications for their stakeholders by leveraging the power of data, standardized guidelines, best practices, and innovation.

**With offices in Singapore and Washington, DC and a fulltime team of 30**, Greenview absorbs global trends and best practices through a constant lens of relevance and application to our clientele. Having played a key role in developing many of the hotel industry's sustainability methodologies and frameworks, as well as managing its largest collaborative sustainability initiatives, Greenview leverages its existing network and resources to enhance value for our clients during each engagement across our services, including Greenview Portal, leading hotel sustainability software, advisory and implementation services, data analytics and intelligence, and industry-wide initiatives.

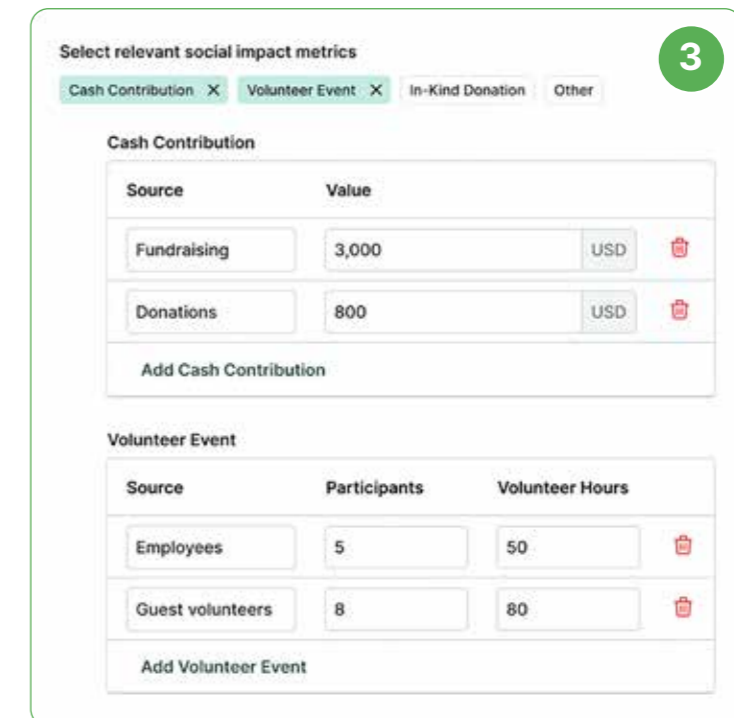
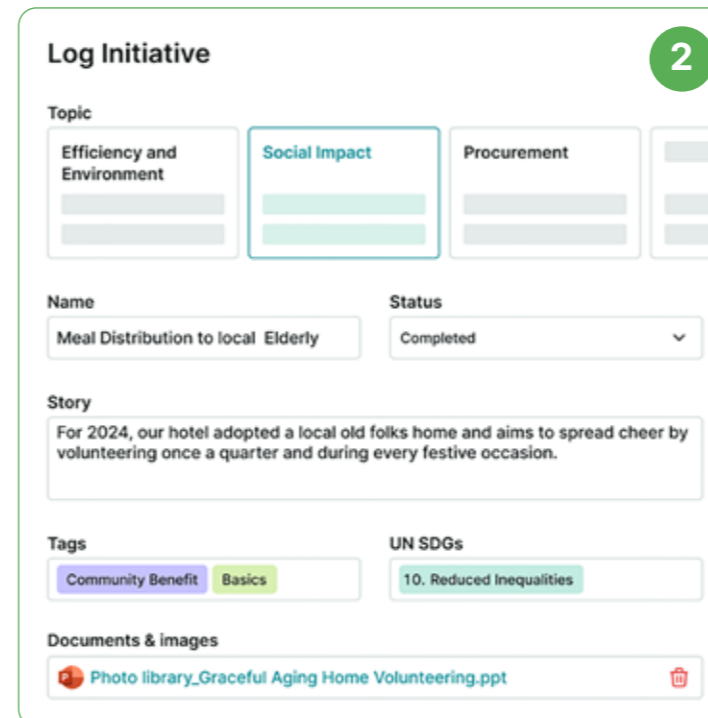




The GLTR is powered by Greenview Portal, the industry’s leading hotel sustainability software. Our platform has been created by industry experts, for hotels and hotel companies seeking to collect source data on a single platform, enhancing collaboration and sustainability performance management through technology and automation. It is also built on the Greenview Standard, a GSTC-recognized standard for sustainable practices poised to support hotels in elevating sustainability implementation and achieving certification. Greenview Portal enabled hotels to participate in the GLTR seamlessly through the platform, facilitating and optimizing team collaboration as Best Practices questions often span across different departments.

**Other Key Features of the Greenview Portal:**

- **Centralized Cloud-Based System:** Designed for property teams to collaborate on sustainability, with roll-up capabilities for portfolio-wide reporting. Track and manage all environmental and sustainability initiatives on a single platform, simplifying data management and reporting across your hotel or company.
- **Streamlined Data Input and Validation:** Track and monitor environmental performance with automated data validation that promptly identify data health concerns (see images 1, 2 and 3).



- **Capture Scope 1, 2, 3 Emissions Calculations:** Automatically calculate carbon emissions and identify carbon offsetting opportunities as needed.
- **Real time insights through advanced dashboard analytics:** Gain KPI-driven insights into property and portfolio performance with dynamic data visualizations, empowering smarter decisions and boosting sustainability outcomes. Benchmark performance within the portfolio and with peer hotels of similar location and profile.
- **Accelerate progress against targets:** Set and automatically track progress against any sustainability targets as data is entered on Greenview Portal.
- **Work towards Industry Certifications:** Many of the Best Practices included in GLTR count towards achievement of sustainability standards like Basics, GSTC, Green Key Fee and Green Key Global. Take the guesswork out of certification preparations with step-by-step instructions, guidance on particular topics and templates to help achieve certification as smoothly as possible (see image 4).

**Basics** Readiness Score 16% • 4/24 requirements Audit ready?

Efficiency Planet People Clear all Select all

Search by criteria name, description... Hide complete Showing 12 of 12 Criteria

<b>E1</b>	<b>Measure and reduce energy use</b> Measure and take actions to reduce energy consumption. Measure at least once per year, in accordance with industry standards and methodologies	Efficiency	2/3 requirements
<b>E2</b>	<b>Measure and reduce water use</b> Measure and take actions to reduce water consumption. Measure at least once per year, in accordance with industry standards and methodologies. This is example if the criteria description...	Efficiency	3/3 requirements
<b>PL1</b>	<b>Bed linen reuse</b> A bed linen reuse program is implemented by default whereby bed linens are changed every 2 nights or longer	Planet	0/3 requirements
<b>PL2</b>	<b>Green Cleaning Products</b> Reduce use of cleaning products with harmful chemicals for human health and the environment. Increase	Planet	2/3 requirements

- **Curated Guidance Library:** Discover 100+ expert articles and videos from Greenview’s consultants, covering no-cost efficiency tips, responsible procurement, guest engagement, and more. This guidance supports hotels with implementing best practices, engaging staff for greater impact and achieving efficiency cost savings (see image 5, 6).

**Guidance Library**

Climate Action Energy Health & Wellness Social Impact Sourcing Waste Water Other

UN SDGs | Tags | Format

Single use plastic elimination

Local cultural heritage

Guest

Sustain

**3.5 A requirement for Sustainable Ho**

- The [Global Sustainable Tourism Council \(GSTC\) Criteria](#) is the [Industry Criteria for Hotels and Accommodations](#) requires hotels to...
- The [Green Key](#) hotel certification by the Foundation for Environmental Education requires hotels to...

**4 Launching a Green Cleaning Program**

Process changes must be carried out for a successful green cleaning program, including: orientation/training, reevaluating which products are used, and incorp...

**Implementation steps**

1. Establish a Green Cleaning Program, comprising of policies, procedures, and training.
2. Incorporate policy into cleaning protocol and ensure that it meets the needs of the property.
3. Procure green cleaning products and equipment; refer to the next section for more information.
4. Maintain material safety data sheets (MSDS) of all harmful chemicals used.
5. Update employee handbook with process changes, new usage instructions, and safety information.

**Downloadable Resources**

- [Cleaning products inventory template.xls](#)
- [Process checklist.xls](#)

**Reducing energy consumption of guestroom minibars**

Energy efficient minibars can cost about US\$8 a year to operate while older less energy efficient models can cost 5-10x of that.

**Waste Minimization in Guestrooms**

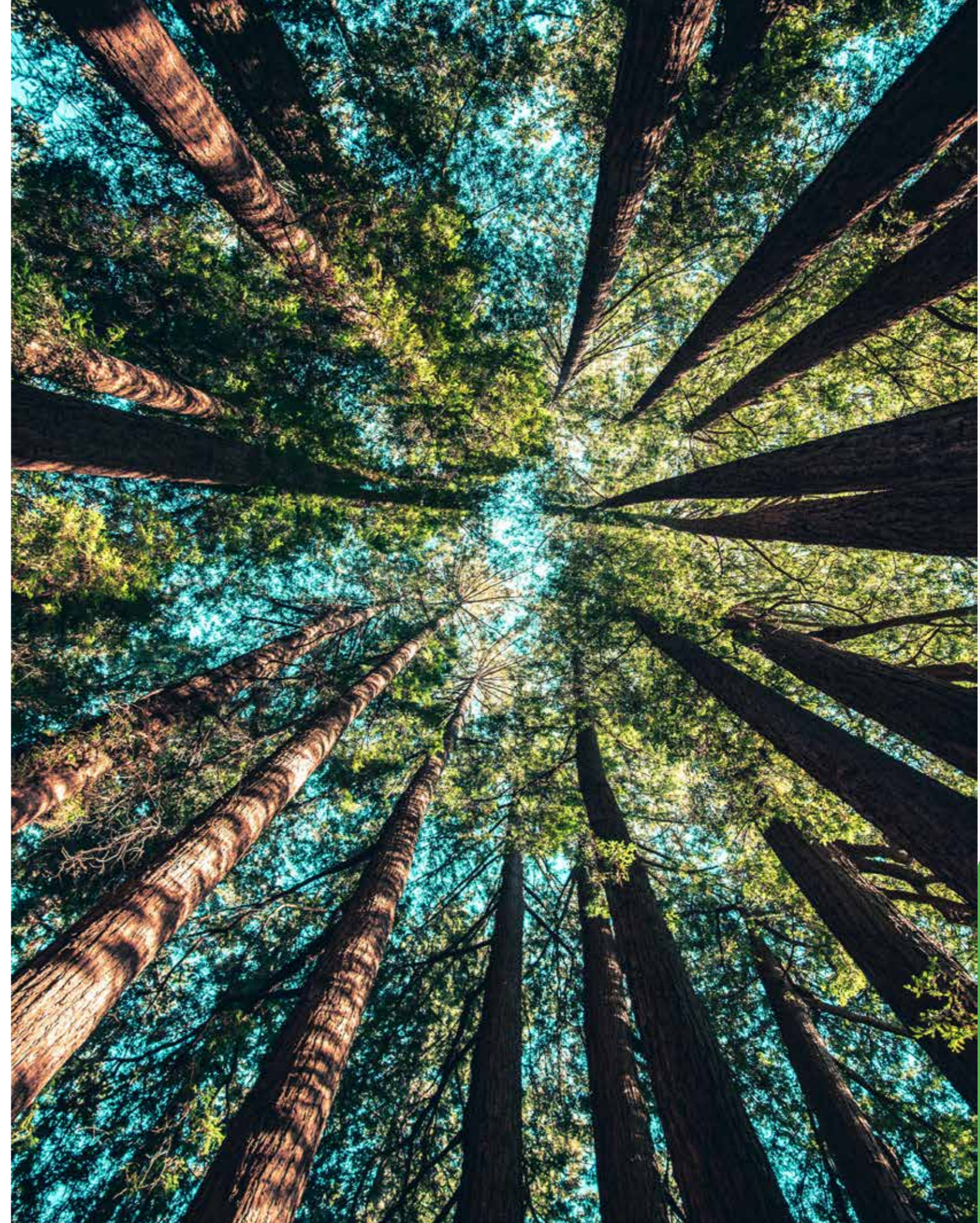
- **Interactive Policy Tracker:** Keep a pulse on evolving sustainability regulations with a comprehensive dashboard that highlights key ESG policies tailored to your hotel and portfolio. Get expert, hospitality-focused insights, all powered by the same database driving the policy insights in this report.
- **Promote staff engagement and understanding of sustainability:** Unlimited property users allow your entire team to access Greenview Portal's features and resources, empowering everyone with the insights and inspiration needed for successful sustainability implementation (see image 7).
- **Stay on top of ESG trends:** Benefit from continuous feature updates that incorporate the latest industry methodologies, trends, and guidance to keep your sustainability practices current.

**Task Management (4 tasks)** 7

Search by task name  Status ▾ Only my task  ... Create Task

No.	Task	Status	Deadline	Assigned To	Creator
1.	F&B-Propose vegetarian menu options	Not Started	21 Nov 2024	LK	AN
2.	Housekeeping- Revise Linen reuse SOP	In Progress	30 Dec 2024	AN	AN
3.	Engineering- Develop Energy Action Plan and identify candid...	Not Started	08 Jan 2025	LK	AN
4.	Stewards- Identify top waste streams	Completed	31 Oct 2024	AN	AN

Explore how the [Greenview Portal](#) can transform your sustainability journey, helping your business thrive while fostering a more sustainable future. Review our [price plans](#) and start your [free trial](#) today!





# 3 ABOUT THE BASICS



## HOTEL SUSTAINABILITY BASICS INITIATIVES (THE BASICS)



**G**reenview is pleased to announce its partnership with the World Travel & Tourism Council (WTTC) as the first all-in-one verifier for the Hotel Sustainability Basics (“The Basics”). As the only verifier offering comprehensive sustainability software, Greenview provides a streamlined and credible verification process for hotels. With the proliferation of green claims, travelers are increasingly looking for hotels that can demonstrate their sustainability credentials. Yet for hotels, achieving third-party sustainability certifications could require significant effort and cost, especially for those still navigating their sustainability journey.

Developed for the industry by the industry, The Basics is a global movement ensuring no property is left behind in the journey toward sustainability. It sets out 12 foundational actions for sustainable hotel operations. To date, over 5,000 hotels, including hotels from major groups such as Radisson Hotel Group, Jin Jiang Hotels, Louvre Hotels Group, Choice Hotels, and Deutsche Hospitality Group have adopted The Basics. Greenview proudly supports this movement as WTTC’s exclusive all-in-one verification partner.

Of the 80 best practices covered in this report, 17 align with The Basics. This chapter summarizes the key findings of these 17 best practices by global prevalence. In the subsequent themed chapters, additional breakdown of data by geographic location, service type, hotel type and STR chain scale segment are provided in summary, key findings and charts. For select best practices, country rankings are also available.



## ■ KEY FINDINGS

### Common Practices

- 96.4% of all hotels have implemented initiatives to reduce inequalities.
- 95.9% of all hotels have implemented a linen reuse program.
- 93.2% of all hotels are tracking carbon emissions, typically at least once a month.
- 91.7% of all hotels have replaced plastic mini toiletry bottles with alternatives like refillable amenity dispensers for shampoo, conditioner, soap and lotion.
- 90.9% of all hotels have an action plan to reduce carbon emissions.
- 83.1% of all hotels track their energy consumption, most of whom do so on a monthly basis.
- 82.0% of all hotels track water consumption, typically at least once a month.
- 81.8% of all hotels have an action plan to reduce waste.
- 79.6% of all hotels use green cleaning products.
- 77.6% of all hotels offer vegetarian menu options.
- 77.4% of all hotels have an action plan in place to reduce energy use.

### Established Practices

- 67.3% of all hotels have adopted alternatives to SUP water bottles.
- 63.2% of all hotels have eliminated the use of plastic straws.
- 51.0% of all hotels offer guests opportunities to contribute to environmental and social initiatives.
- 57.6% of all hotels have eliminated the use of plastic stirrers.

### Emerging Practices

- 44.8% of all hotels have an action plan to reduce water use.
- 32.6% of all hotels have conducted a solid waste assessment within the past three years.





# 4 THEMATIC TRENDS



- 4.1 Management System**  
Policy and Trends
- 1.1 Sustainability Champion
  - 1.2 Sustainability Team
  - 1.3 Sustainability Meetings
  - 1.4 Sustainability Budget
  - 1.5 Hotel Sustainability Certifications



- 4.2 Staff and Guest Engagement**
- 2.1 Staff Training
  - 2.2 Staff Volunteering
  - 2.3 Staff Recognition
  - 2.4 Sustainability Communications
  - 2.5 Guest Participation
  - 2.6 Guest Reward
  - 2.7 Sustainability Reporting



- 4.3 Social Impact**  
Policy and Trends
- 3.1 Modern Slavery Training
  - 3.2 Local Staff
  - 3.3 Community Support
  - 3.4 Accessibility
  - 3.5 Communication of Accessibility
  - 3.6 Local Tours
  - 3.7 Local Suppliers
  - 3.8 Reduce Inequalities



- 4.4 Pollution and Biodiversity**  
Policy and Trends
- 1 Environmentally Friendly Pest Control
  - 2 Environmentally Friendly Pool Treatment
  - 3 Green Cleaning Products
  - 4 Minimize Pollution
  - 5 Biodiversity Conservation
  - 6 Native Plants
  - 7 Low-VOC Paints



- 4.5 Responsible Consumption**  
Policy and Trends
- 5.1 Farm-to-Table Dining
  - 5.2 Vegetarian Options
  - 5.3 Vegan Options
  - 5.4 Sustainable Meetings
  - 5.5 Sustainable Procurement
  - 5.6 Sustainable Seafood
  - 5.7 Fair Trade Food & Beverage
  - 5.8 Local Food & Beverage
  - 5.9 Organic Food & Beverage
  - 5.10 Supporting Sustainable Alternatives
  - 5.11 Cage-free Eggs



- 4.6 Waste Management**  
Policy and Trends
- 6.1 Waste Tracking
  - 6.2 Recyclables Tracking
  - 6.3 Waste Reduction Plan
  - 6.4 Solid Waste Assessment
  - 6.5 Food Waste Diversion Rate
  - 6.6 Food Waste Diversion Methods
  - 6.7 Recycling Program in Guestrooms and Front-of-House
  - 6.8 Recycling Program in Back-of-House
  - 6.9 Supplier Collaboration to Minimize Waste
  - 6.10 Soap Donation
  - 6.11 Single-use Plastic (SUP) Elimination
  - 6.12 SUP Items Not Provided
  - 6.13 Elimination of SUP Water Bottles
  - 6.14 Elimination of In-Room Garbage Bags
  - 6.15 Mini Plastic Toiletry Bottles



- 4.7 Water Conservation**  
Policy and Trends
- 7.1 Water Tracking
  - 7.2 Water Reduction Plan
  - 7.3 Housekeeping Opt-out
  - 7.4 Linen Reuse Program
  - 7.5 Towel Reuse Program
  - 7.6 Efficient Showerheads
  - 7.7 Efficient Toilets
  - 7.8 Rainwater Capture
  - 7.9 Wastewater Reuse
  - 7.10 Water-Efficient Laundry Equipment
  - 7.11 Drought-tolerant Landscaping
- CHSB Insights: Water



- 4.8 Energy Management**  
Policy and Trends
- 9.1 Energy Tracking
  - 9.2 Energy Reduction Plan
  - 9.3 Benchmark Environmental Performance
  - 9.4 Keycard Switches and Sensors in Guestrooms
  - 9.5 Occupancy Sensors in Meeting Rooms and Front-of-House
  - 9.6 LED Lighting
- CHSB Insights: Energy



- 4.9 Climate Action**  
Policy and Trends
- 9.1 Carbon Footprint Tracking
  - 9.2 Carbon Reduction Plan
  - 9.3 Renewable Energy Use
  - 9.4 Onsite Renewable Energy
  - 9.5 Electrification of Facilities
  - 9.6 Carbon Offsets – Hotel
  - 9.7 Carbon Offsets – Guests
  - 9.8 Green Vehicles for Guest Transfer
  - 9.9 Electric Vehicle (EV) Charging Stations
  - 9.10 Bicycle Rental
- CHSB Insights: Carbon



## 4.1 **MANAGEMENT SYSTEM**



# MANAGEMENT SYSTEM

Centara Grand Island Resort & Spa page 17



Jaz Tour Khalef page 15



Grand Copthorne Waterfront page 19



**↑** **Appoint a sustainability champion**

- Does the property have a sustainability champion (someone charged with overseeing the various sustainability initiatives)?

**✓** **Implement a sustainability team**

- Does the property have a sustainability team?

**✓** **Ensure team meets and collaborates effectively**

- If the property has a sustainability team, how often does it meet?

**✓** **Budget for sustainability initiatives**

- Does the sustainability team have a budget to implement sustainability initiatives?

**↑** **Get certified! (Operations)**

- Is the property third-party labeled or certified for its operational sustainability initiatives?

**Info Box**

- Continue building your property's sustainability program! Check out the other chapters of this report for inspiration. Once you're ready, consider pursuing certification to have your efforts formally recognized.

Common Practice  
 Established Practice  
 Emerging Practice  
 Innovative Practice



# 1. MANAGEMENT SYSTEM

**A successful sustainability program requires leadership commitment to initiate and effective collaboration to thrive.** Our 2024 data shows that more than half of hotels have a sustainability team. Yet, hotels with a sustainability champion fell from 50.3% to 34.3% between 2022 and 2024. One possible explanation is that hotel leadership, such as the General Manager or Hotel Manager, may be directly taking on the role of sustainability champion. By prioritizing sustainability and leading initiatives from the top, they can ensure more rapid and effective implementation across all departments.

Around three in five hotels say they have a dedicated budget for sustainability, and over half of sustainability teams meet at least once a month. These findings are in line with the increasing sustainability-related demands that hotels now need to address.

These demands stem from evolving regulatory and market landscapes. In particular, to combat greenwashing and achieve greater alignment with recognized industry standards, there is now an increasing expectation for hotels to align with rigorous, third-party accredited sustainability certification schemes. Between 2022 and 2024, having a third-party sustainability certification has progressed from being an innovative practice to an emerging one, with uptake more than doubling to 45.7%.

This section explores the adoption of five best practices related to building a strong foundation for sustainability management.

## ■ ESTABLISHED PRACTICES

- 62.9% of hotels conduct sustainability meetings at least once a month.
- Overall, 61.3% of hotels have a sustainability team.
- Almost 60% of all hotels have a dedicated sustainability budget.

## ■ EMERGING PRACTICES

- Nearly one in two hotels has achieved third-party sustainability certifications.
- One in three hotels has a sustainability champion.

## Policy and Trends

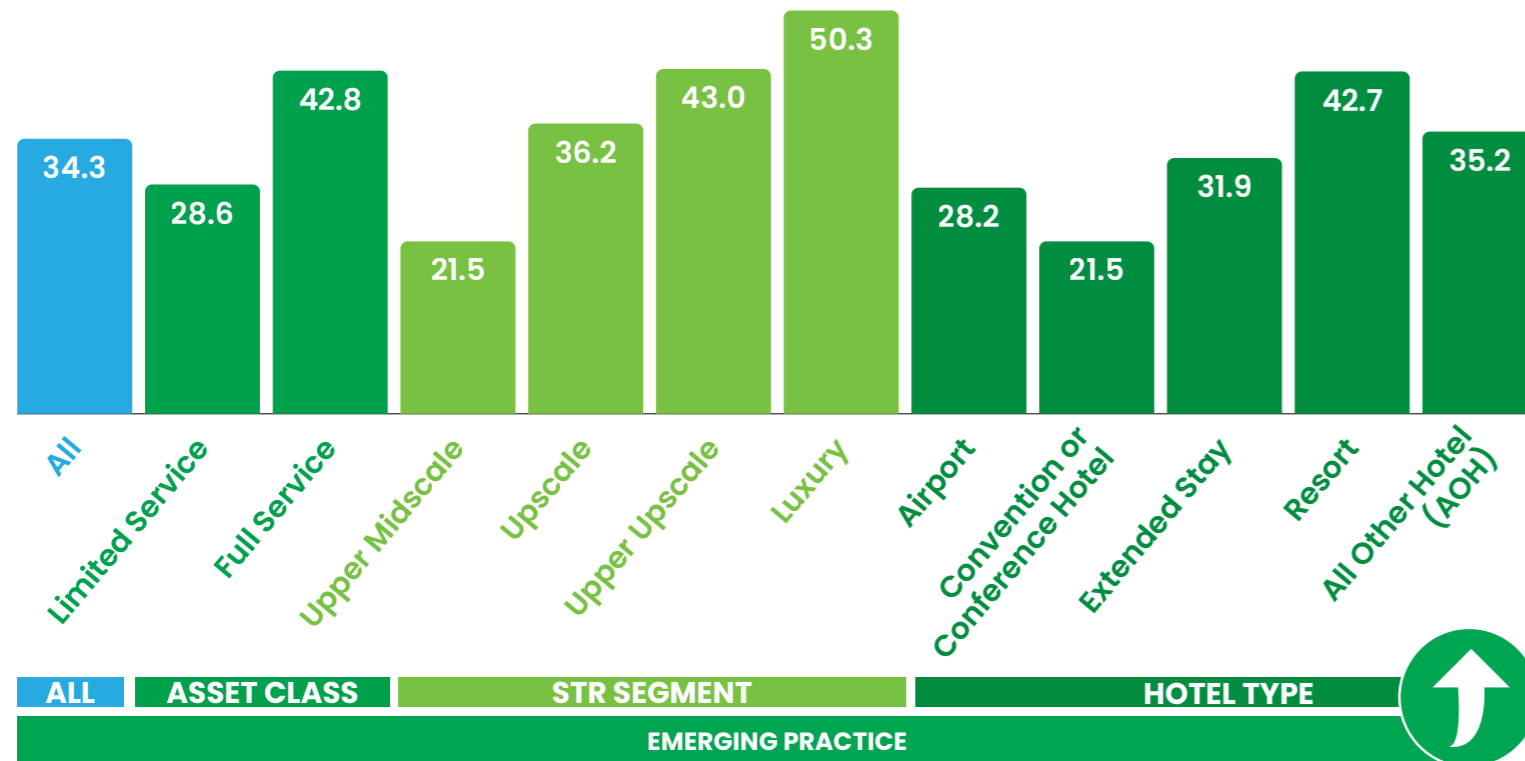
- The European Union is introducing more sustainability-focused directives, such as the Green Claims Directive, aimed at preventing greenwashing by enforcing third-party verification of environmental claims and setting strict guidelines for transparency.
- The Global Sustainable Tourism Council (GSTC) will be ending the 'GSTC-Recognized' status for non-accredited schemes by January 2025, thereby promoting certifications exclusively from accredited auditing companies to ensure credibility and impartiality.
- Online Travel Agencies (OTAs) such as Booking.com highlight hotels with third-party verified sustainability certifications.
- In 2024, Global Real Estate Sustainability Benchmark (GRESB) updated its scoring of building and operational certifications to prioritize third-party accreditation, certification validity, and continuous improvement.
- Major chains and sustainability leaders in the hospitality industry, including Accor, Hilton, Hyatt, IHG, Marriott and Radisson, are setting portfolio-level targets for achieving sustainability certifications.

## 1.1 SUSTAINABILITY CHAMPION

Hotels having a sustainability champion (someone charged with overseeing the various sustainability initiatives) on the property is an emerging practice globally.

- One in three hotels has a sustainability champion.
- With 50.3% adoption, Luxury hotels show the highest commitment to having sustainability champions.

■ Does the property have a sustainability champion (someone charged with overseeing the various sustainability initiatives)? (%)



NOTE: Midscale segment is excluded from this chart due to insufficient data.



### JAZ TOUR KHALEF SOUSSE, TUNISIA

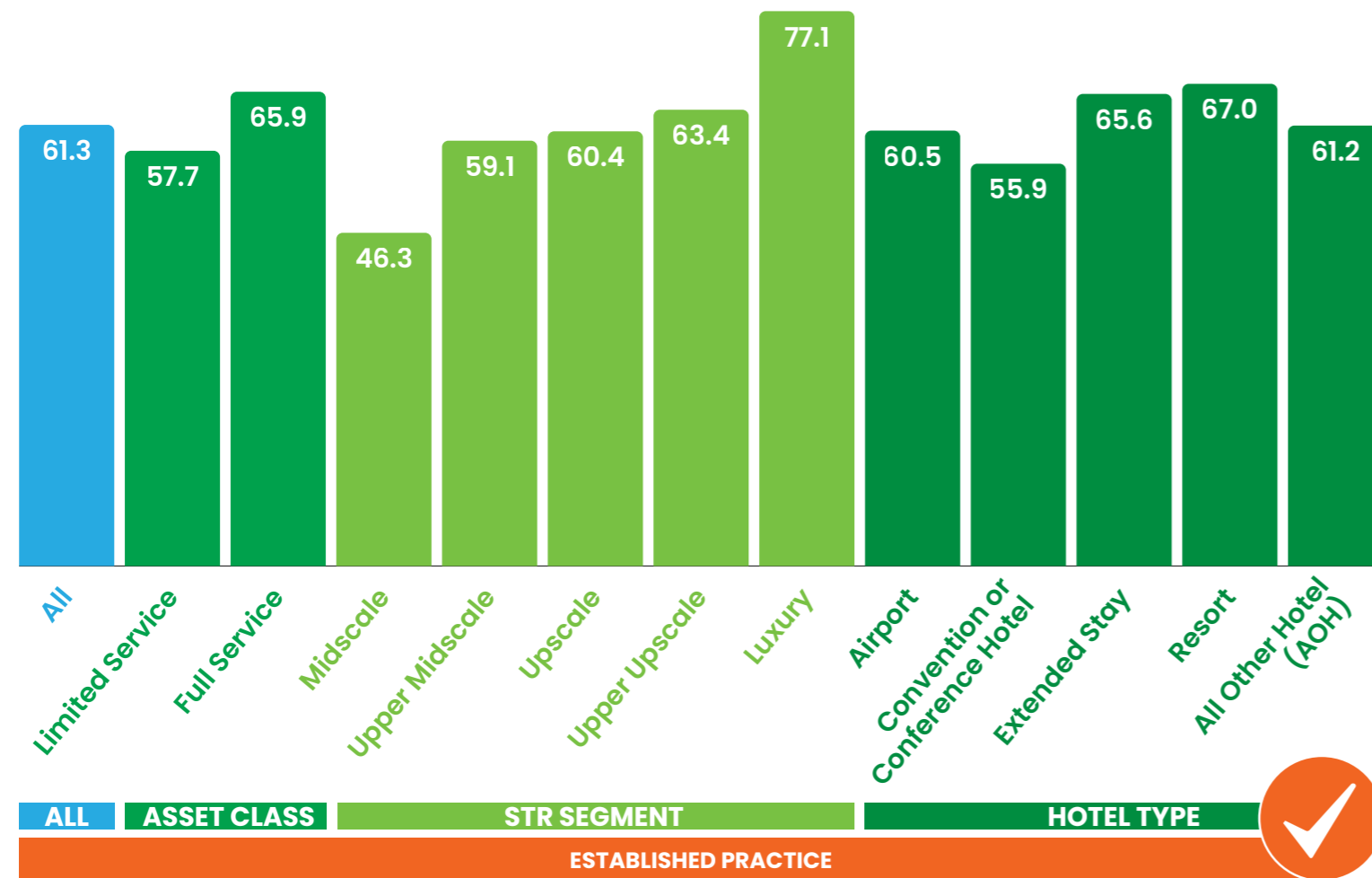
The hotel has a dedicated sustainability team which meets twice a month to develop ideas and initiatives focused on sustainability. All departments are encouraged to propose innovative solutions and track progress towards the hotel's sustainability goals. In addition, daily meetings are held with relevant stakeholders to address any immediate concerns, share updates, and ensure alignment with the hotel's green objectives.

## 1.2 SUSTAINABILITY TEAM

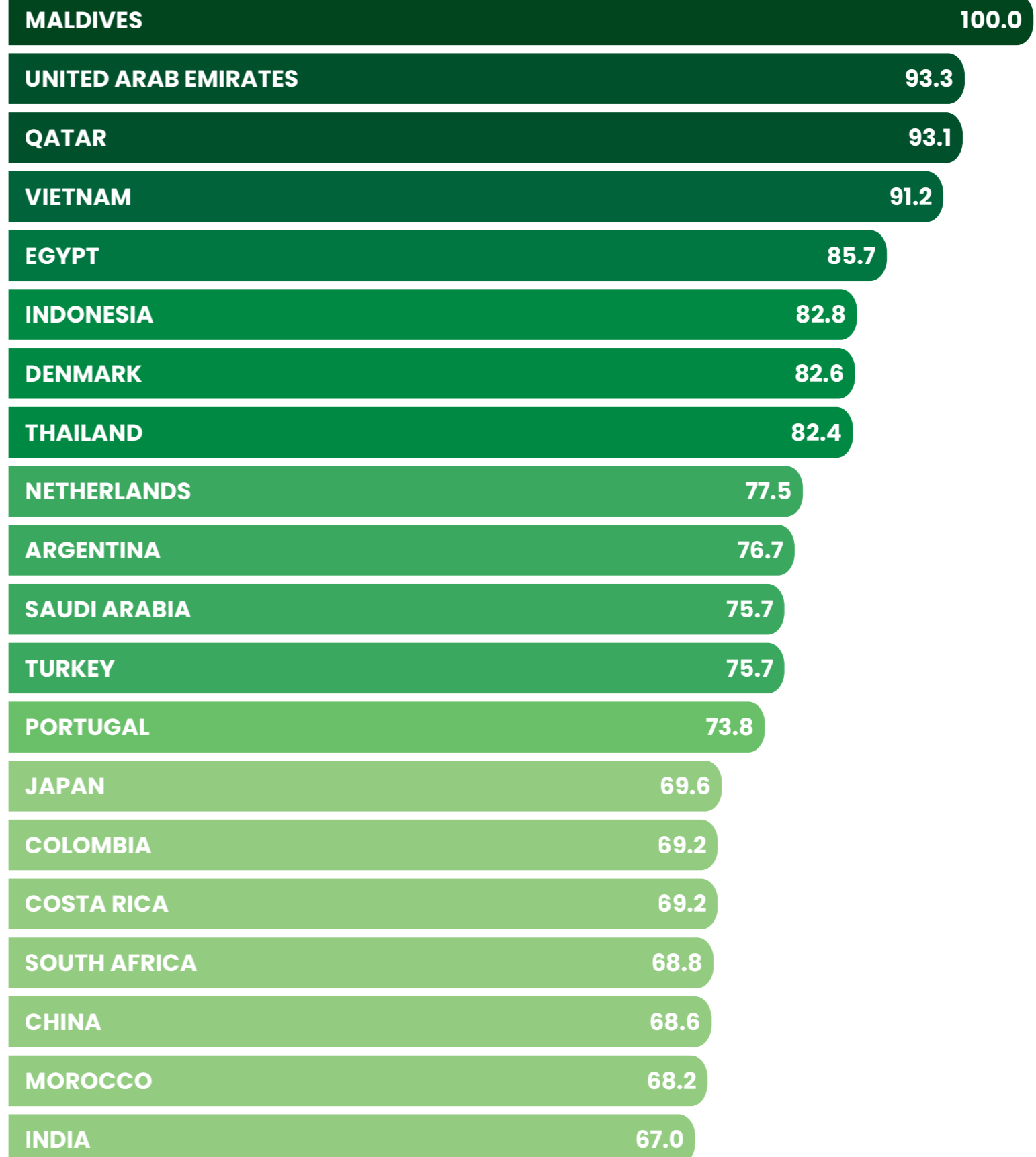
Hotels having a sustainability team on the property is an established practice globally.

- Overall, 61.3% of hotels have an onsite sustainability team.
- Luxury hotels are in the lead with 77.1% having sustainability teams.
- The top three countries whose hotels have sustainability teams are the Maldives (100%), United Arab Emirates (93.3%) and Qatar (93.1%).

Does the property have a sustainability team? (%)



Country Ranking - Sustainability Team (%)







### CENTARA GRAND ISLAND RESORT & SPA MALDIVES

Each Centara property must appoint a “Centara EarthCare Team” to lead sustainability efforts and oversee resource allocation for their environmental management system. Quarterly, all staff attend a Green Sustainability presentation covering topics like waste reduction initiatives, the environmental impact of tourism, and the Global Sustainable Tourism Council (GSTC) certification, ensuring continual improvement and engagement. The Centara EarthCare Team also tracks the property’s ESG data through the Greenview Portal, a GSTC-recognized sustainability management system.

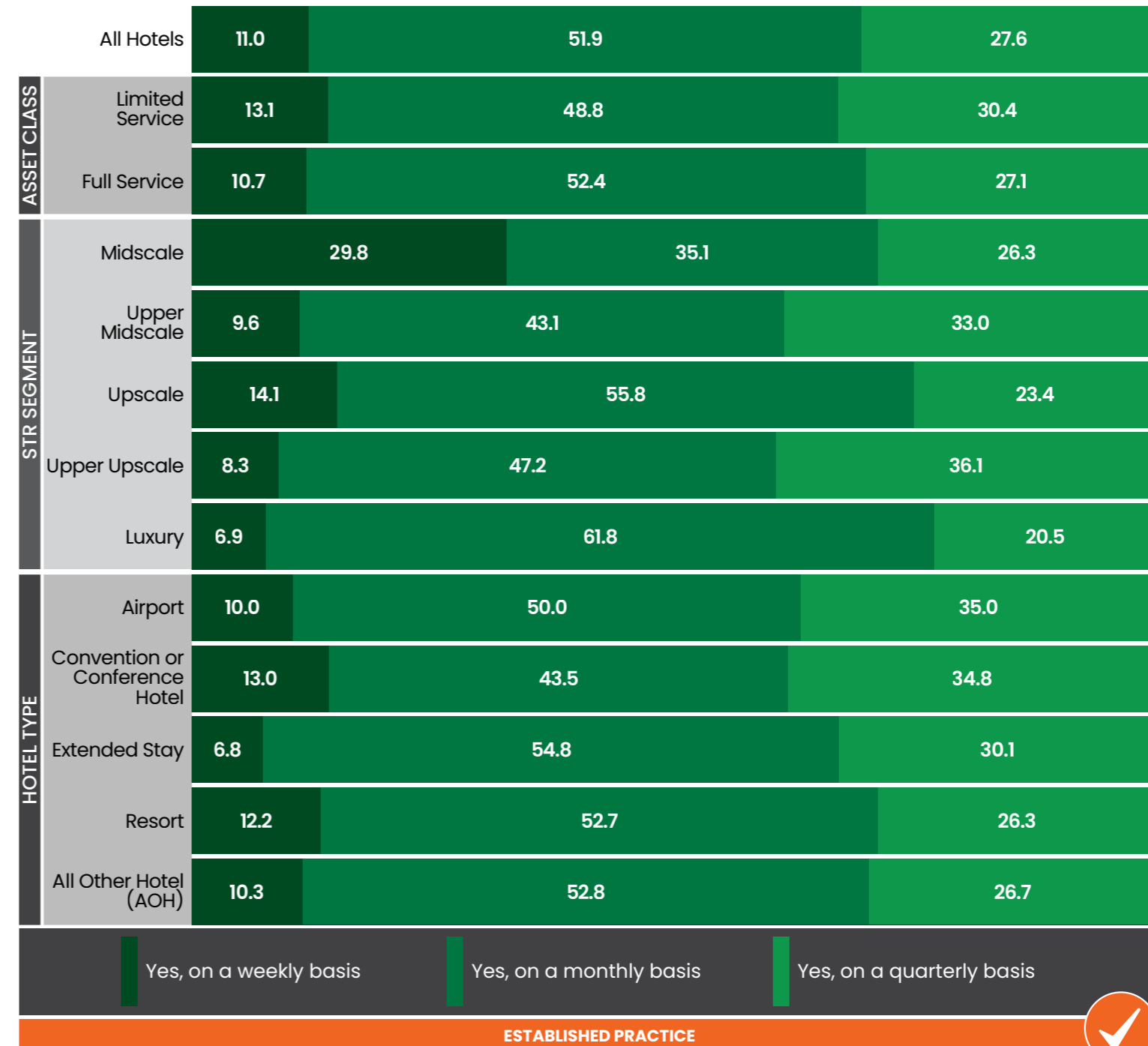
# HOTEL HIGHLIGHTS

## 1.3 SUSTAINABILITY MEETINGS

Hotels conducting sustainability meetings at least once a month is an established practice globally.

- 62.9% of hotels conduct sustainability meetings at least once a month.
- Across the STR chain scale segments, Luxury hotels lead with 68.7% conducting sustainability meetings at least once a month.

■ If the property has a sustainability team, how often does it meet?

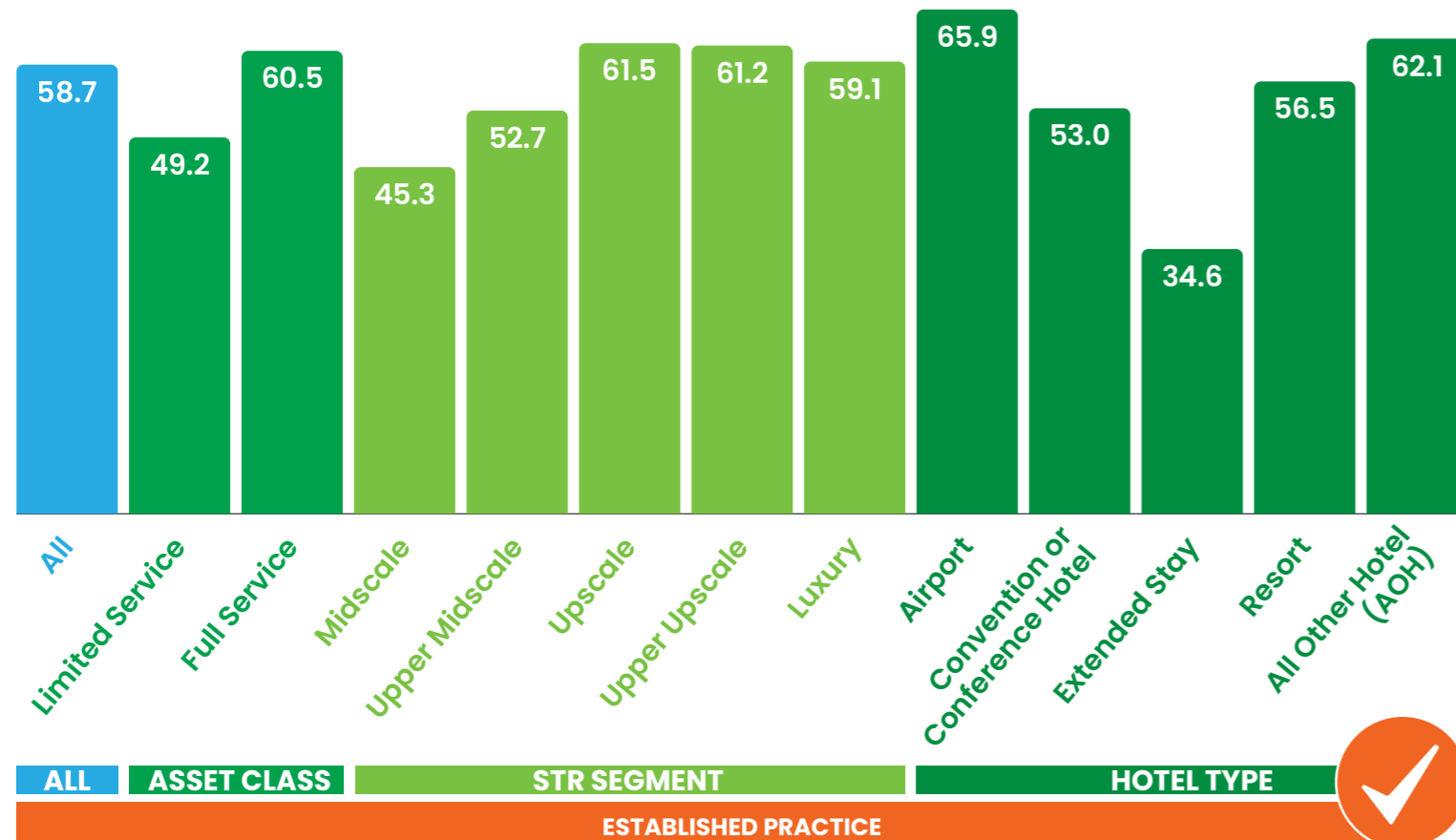


## 1.4 SUSTAINABILITY BUDGET

Sustainability teams having a budget to implement sustainability initiatives is an established practice globally.

- Almost 60% of all hotels have a dedicated sustainability budget.
- Airport hotels lead with 65.9% having a sustainability budget. This could be attributed to the fact that airport hotels are closely linked to the aviation sector, and are thus part of an ecosystem with heightened awareness of carbon emissions and other sustainability targets.
- Extended Stay hotels are in last place with only 34.6% having a dedicated sustainability budget, indicating limited financial commitment on this front.

■ Does the sustainability team have a budget to implement sustainability initiatives? (%)

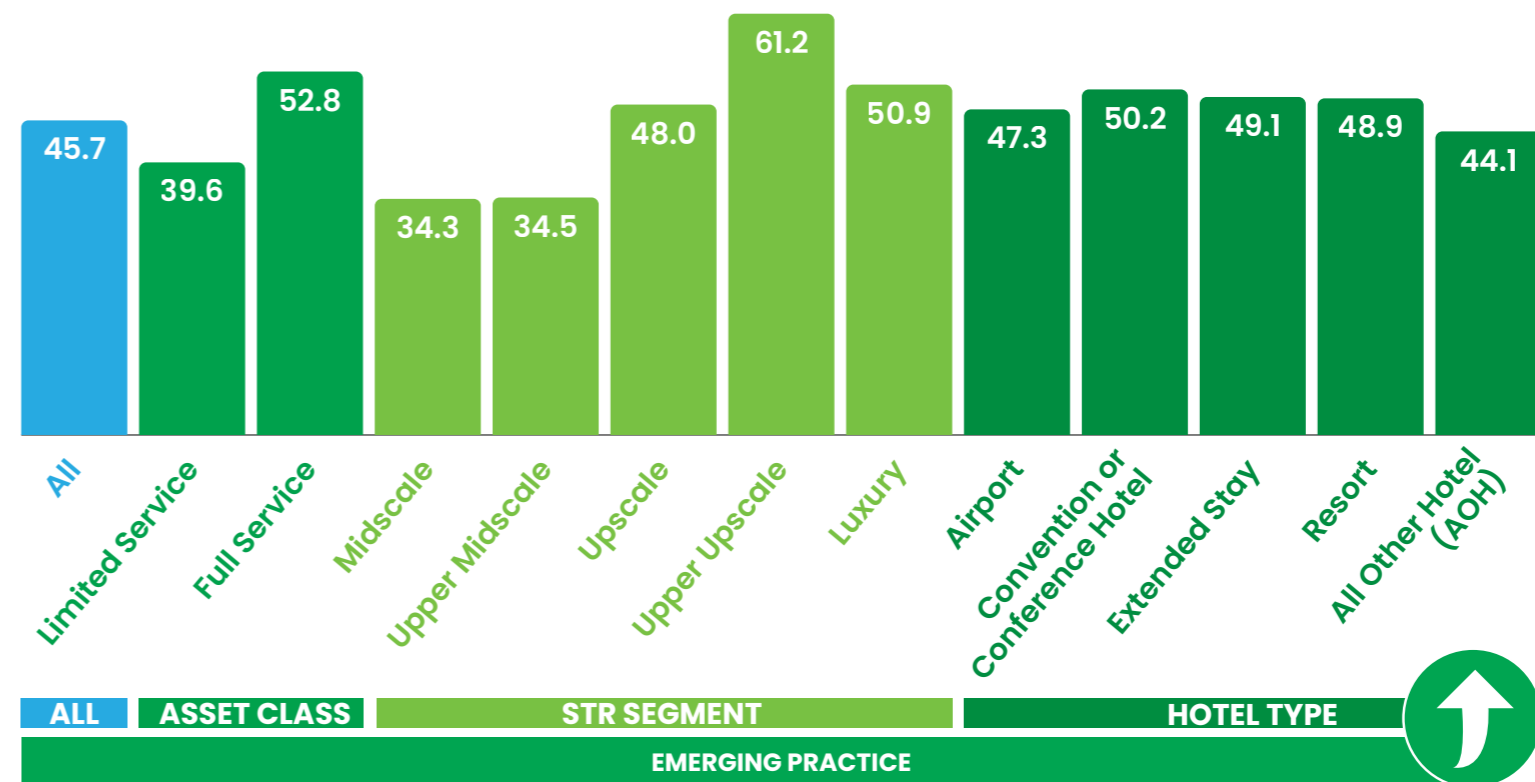


## 1.5 HOTEL SUSTAINABILITY CERTIFICATIONS

Hotels being third-party labelled or certified for their operational sustainability initiatives is an emerging practice globally.

- Nearly one in two hotels has achieved third-party sustainability certifications.
- Full Service hotels have a much higher rate of certifications (52.8%) than Limited Service hotels (39.6%).
- The prevalence of third-party sustainability certifications generally increases across the STR chain scale segments, with Upper Upscale and Luxury segments performing better than the average.
- The top three countries with hotels pursuing sustainability certifications include Belgium (100.0%), Denmark (100.0%) and Austria (92.6%).
- Turkey also shows a high prevalence of 85.4%. This may be attributed to its mandate for all accommodation facilities to be certified by GSTC-Accredited Certification Bodies according to the Türkiye's Sustainable Tourism Program by 2030.

■ Is the property third-party labeled or certified for its operational sustainability initiatives? (%)



Country Ranking - 3rd-party Certification (%)

BELGIUM	100.0
DENMARK	100.0
AUSTRIA	92.6
GERMANY	90.9
PORTUGAL	90.6
NETHERLANDS	90.0
ITALY	86.0
TURKEY	85.4
SPAIN	84.8
EGYPT	81.8
UNITED ARAB EMIRATES	80.0
ARGENTINA	78.6
QATAR	75.0
UNITED KINGDOM	72.6
CANADA	70.7
COLOMBIA	65.9
SAUDI ARABIA	65.4
VIETNAM	65.0
FRANCE	64.3
POLAND	61.8



**GRAND COPTHORNE  
WATERFRONT  
SINGAPORE**

All six Millennium Hotels and Resorts properties in Singapore have achieved Global Sustainable Tourism Council (GSTC) certification, which spans across sustainable management, socioeconomic, cultural, and environmental aspects. In particular, Grand Copthorne Waterfront Singapore has refurbished its rooms to be 25% more energy efficient, featuring smart thermostats. As part of their push to eliminate single-use plastics, they have installed in-room filtered water dispensers and provide wet amenities in refillable bulk dispensers.



# HOTEL HIGHLIGHTS



## 4.2 **STAFF & GUEST ENGAGEMENT**



# STAFF & GUEST ENGAGEMENT

Ascott Kuningan page 23



Anantara Krasnapolsky Grand Hotel page 24



Hard Rock Hotel page 25



### Info Box

- Involve staff in decision-making! Let staff vote on the causes they would like to support so that your initiatives align with team values and interests.

## Staff Engagement

- Provide staff training**
  - ▶ Does the property have, at least once per year, staff training on understanding and implementing sustainable practices? This should include front-of-house and back-of-house staff.
- Offer volunteering opportunities**
  - ▶ Are staff given the opportunity to volunteer their time and services towards various environmental or social impact initiatives during regular working hours?
- Recognize staff achievements!**
  - ▶ Are staff members who go above and beyond with regards to sustainability recognized through awards or other means?

## Guest Engagement

- Communicate sustainability initiatives**
  - ▶ Are the property's sustainability initiatives communicated to the guests through the Guest Services Directory, or public area message boards, or other effective means?
- Offer opportunities for guests to get involved**
  - ▶ Does the property offer its guests opportunities to support or participate in its environmental and social initiatives (e.g. by donating money, volunteering time or joining an activity)?
- Reward guests for their participation!**
  - ▶ Does the property have a reward program for guests who support some of its sustainability initiatives?
- Publicize your efforts**
  - ▶ Does the property have space on its website dedicated to its sustainability efforts?

- Common Practice
- Established Practice
- Emerging Practice
- Innovative Practice



## 2. STAFF AND GUEST ENGAGEMENT

**Active staff engagement is crucial for effective sustainability implementation.** Hotels can build an engaged and empowered team when their staff understand the rationale behind the hotel's sustainability initiatives. Hotels have generally performed well, with the best practices outlined in this section being commonly adopted. Almost nine out of ten hotels reported that their staff receive training at least once per year on implementing sustainable practices. Additionally, encouraging staff volunteering has become a common practice, with 94% of hotels offering their staff the opportunity to volunteer during working hours.

Guests are another indispensable part of the sustainability equation. Beyond informing guests of sustainability efforts, it is important to have them participate directly in sustainable actions. For example, linen and towel reuse programs or housekeeping opt-out options can be linked to reward points that guests can redeem for perks like a free drink. According to our data, more than nine out of ten hotels offer such reward programs for guests. Hotels can also take this a step further by offering their guests opportunities to support or participate in environmental and social initiatives. Since only about half of hotels have this in place, this is an upcoming area that hotels could improve upon to further engage guests.

This section examines seven best practices across staff and guest engagement.

### COMMON PRACTICES

- 95.2% of all hotels report that they communicate their sustainability efforts via their website.
- 94.7% of all hotels give staff recognition for outstanding contributions to sustainability.
- 94.0% of all hotels offer staff the opportunity to partake in volunteering activities during working hours.
- 94.0% of hotels have a sustainability-related guest reward program.
- 87.6% of all hotels conduct sustainability-related staff trainings.
- Four in five hotels communicate their sustainability initiatives to their guests.

### ESTABLISHED PRACTICES

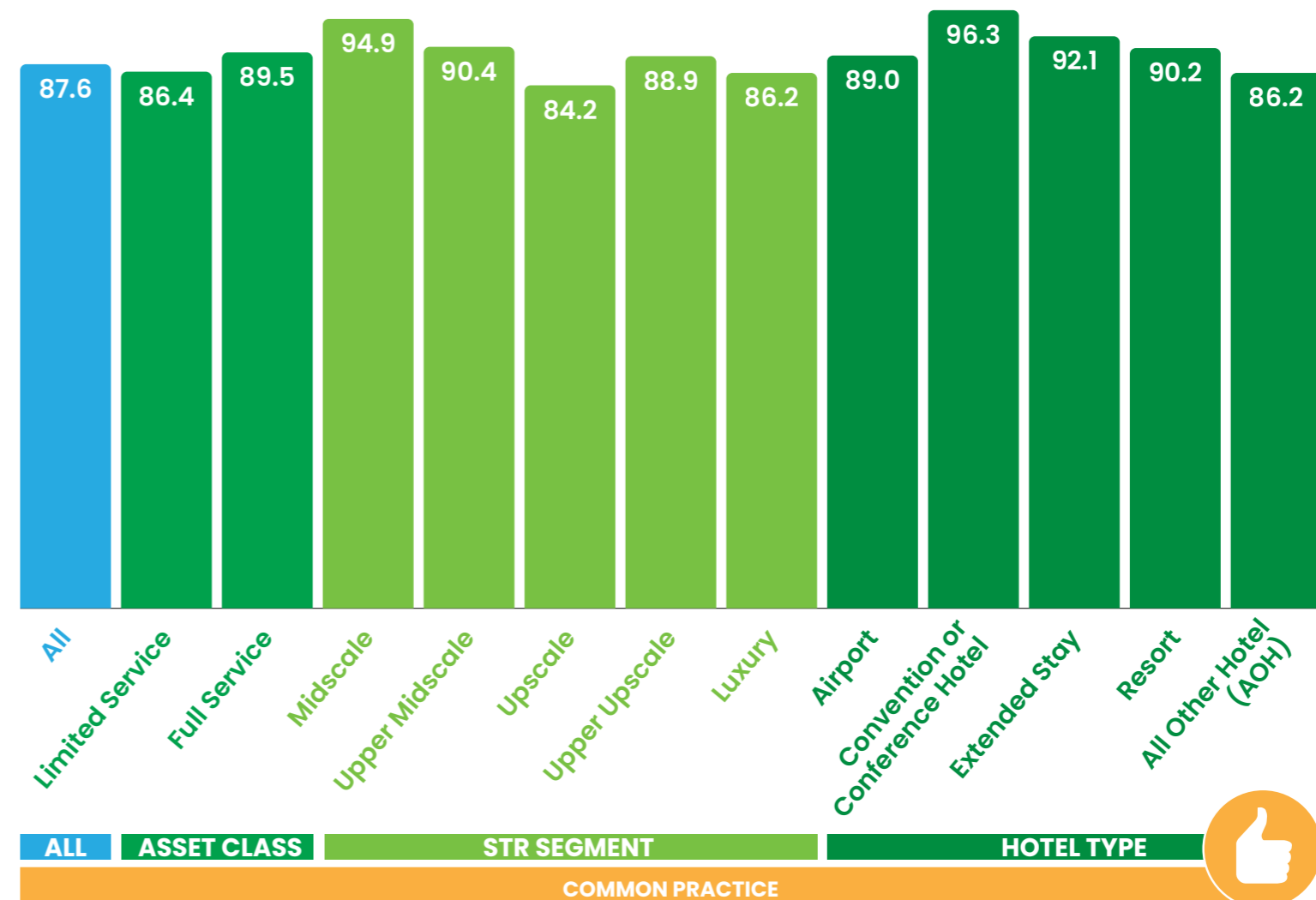
- At least one in two hotels offer guests opportunities to contribute to environmental and social initiatives.

## 2.1 STAFF TRAINING

**Hotels providing staff trainings on understanding and implementing sustainable practices, at least once a year (including front-of-house and back-of-house staff), is a common practice globally.**

- 87.6% of all hotels conduct sustainability-related staff trainings.
- This high adoption rate is consistently observed across the various hotel categories.

■ Does the property have, at least once per year, staff training on understanding and implementing sustainable practices? This should include front-of-house and back-of-house staff. (%)





**ASCOTT KUNINGAN**  
**JAKARTA, INDONESIA**

The Sustainability 101 Training aims to raise awareness among staff about environmental, social, and economic impacts and promotes responsible practices aligned with the hotel's sustainability goals. It focuses on energy and water conservation, waste management, sustainable sourcing, community engagement, and guest involvement. The training also includes other hands-on sustainability practices such as composting techniques.

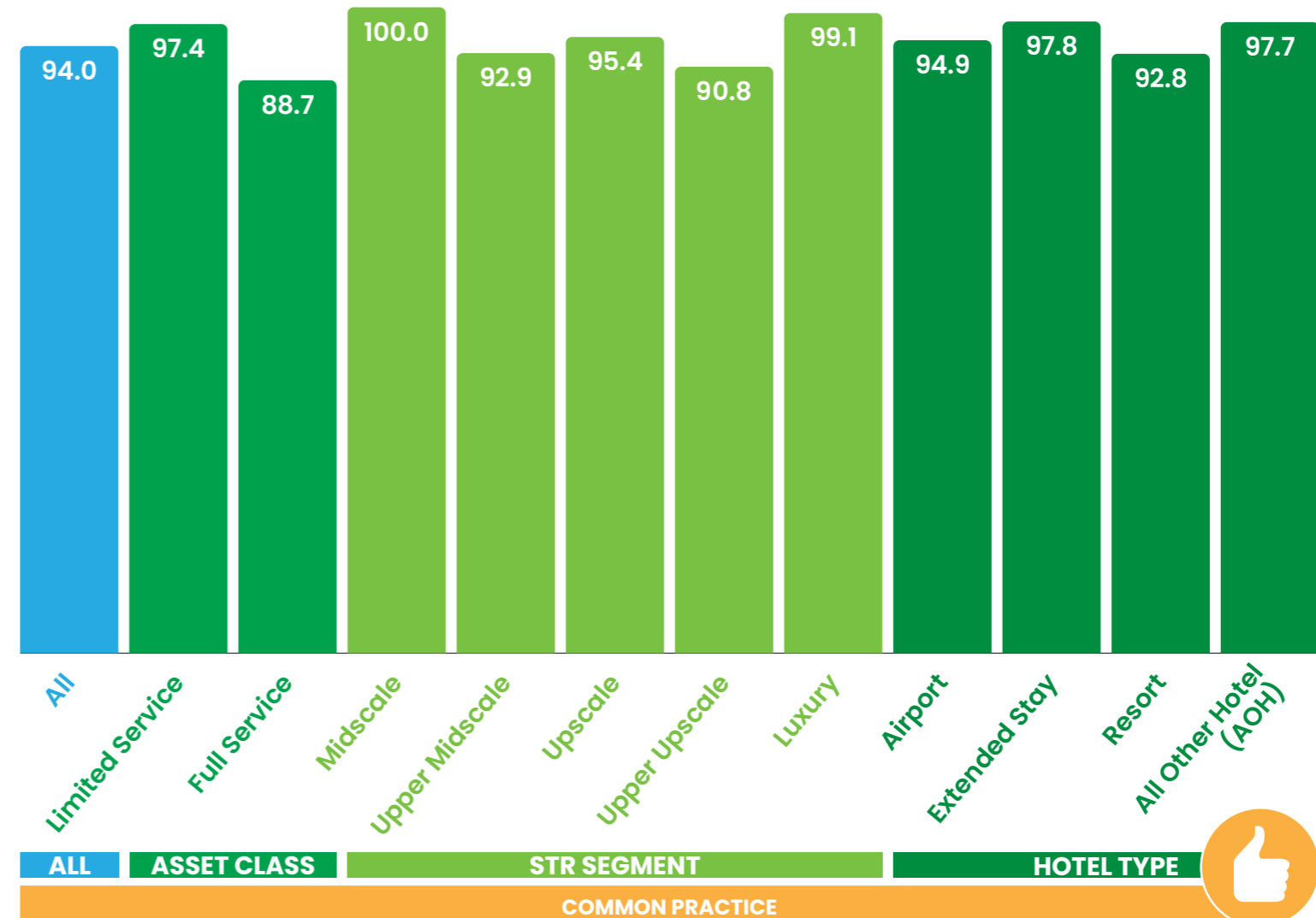
# HOTEL HIGHLIGHTS

## 2.2 STAFF VOLUNTEERING

Hotels offering staff the opportunity to volunteer their time and services towards various environmental or social impact initiatives during regular working hours (e.g. education, training, health, sanitation, etc.) is a common practice globally.

- 94.0% of all hotels offer staff the opportunity to partake in volunteering activities during working hours.
- This is a common practice across the various hotel categories.

■ Are staff given the opportunity to volunteer their time and services towards various environmental or social impact initiatives during regular working hours (e.g. education, training, health, sanitation, etc.)? (%)



NOTE: Convention/Conference segment is excluded from this chart due to insufficient data.



**ANANTARA KRASNAPOLSKY  
GRAND HOTEL**  
AMSTERDAM, NETHERLANDS

As part of the Together with Love corporate volunteering program, team members at this hotel organized themselves into groups to clean up Amsterdam's canals. Their collective efforts resulted in the removal of several bags of waste, contributing to the preservation of the city's natural beauty and promoting a cleaner environment.

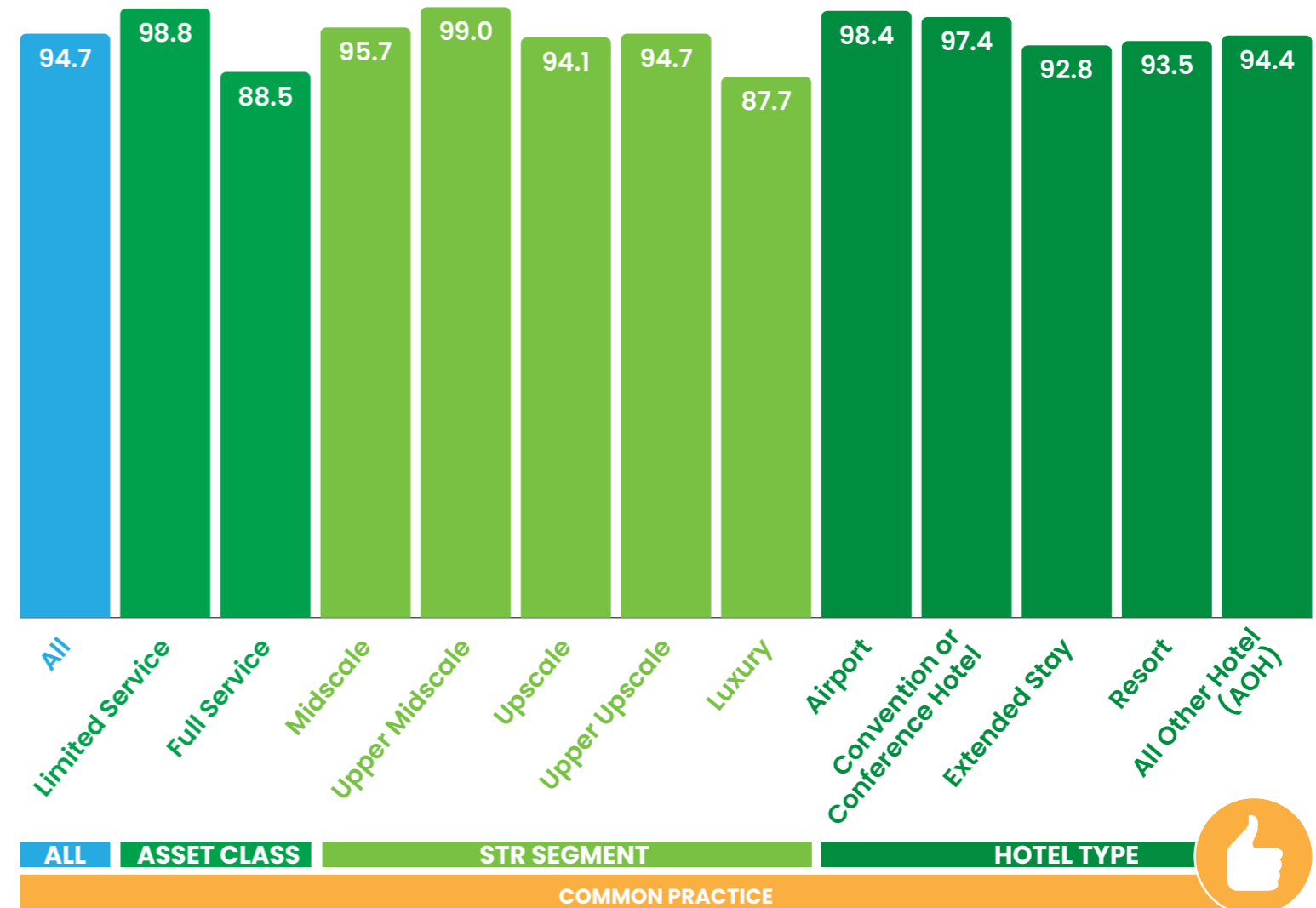
# HOTEL HIGHLIGHTS

## 2.3 STAFF RECOGNITION

Hotels recognizing staff members who go above and beyond with regards to sustainability through awards or other means is a common practice globally.

- 94.7% of all hotels give staff recognition for outstanding contributions to sustainability.
- This is widely implemented, regardless of hotel categories.

■ Are staff members who go above and beyond with regards to sustainability recognized through awards or other means? (%)







**HARD ROCK HOTEL  
PATTAYA, THAILAND**

Team members can join a voluntary committee called Culture Club, which comprises passionate, fun-loving, creative and dedicated members. The Team Member Recognition Program serves to recognize team members who go the extra mile. Those who plan and implement activities that support environmental sustainability are awarded the Save The Planet Recognition Pin for their efforts.

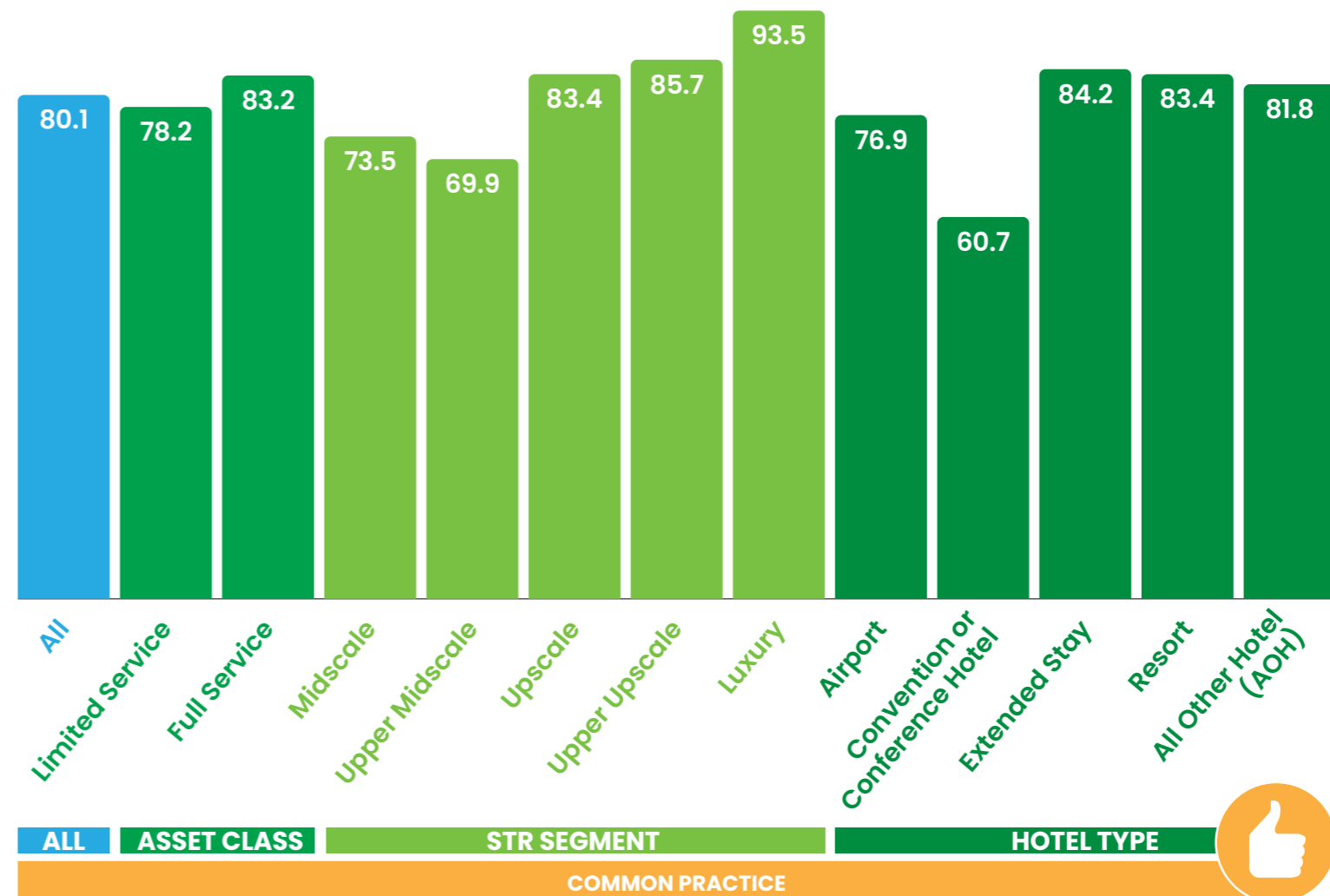
# HOTEL HIGHLIGHTS

## 2.4 SUSTAINABILITY COMMUNICATIONS

Hotels communicating their sustainability initiatives to guests through Guest Services Directories, public area message boards, or other means is a common practice globally.

- Four in five hotels inform guests of their sustainability initiatives.
- Luxury hotels lead the way with 93.5% of them communicating their sustainability initiatives.
- Midscale and Upper Midscale Hotels also show below-average adoption, with rates of 73.5% and 69.9% respectively.
- Convention/Conference hotels fall behind other categories, with only 60.7% adopting these practices.

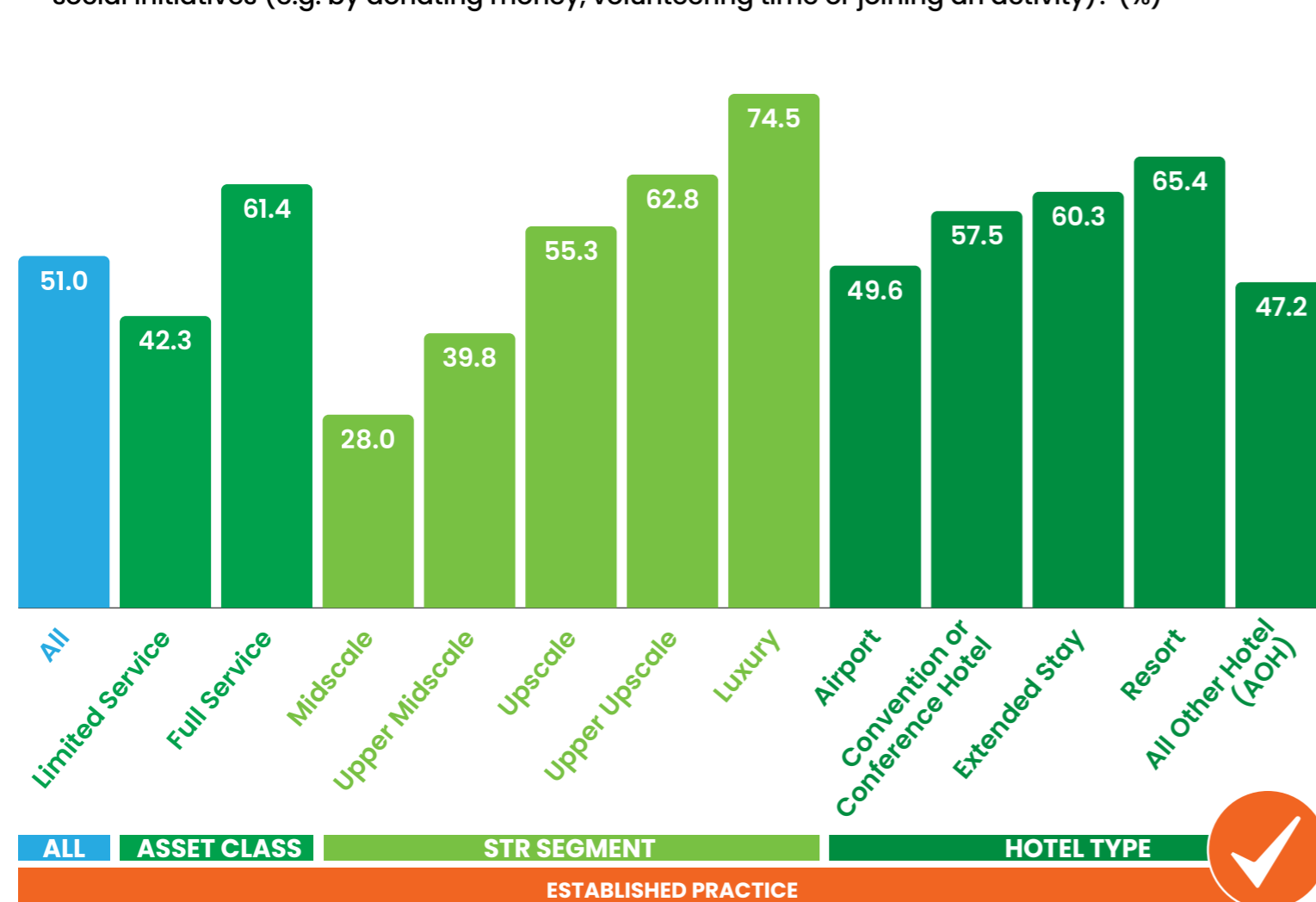
■ Are the property's sustainability initiatives communicated to the guests through the Guest Services Directory, or public area message boards, or other effective means? (%)



## 2.5 GUEST PARTICIPATION

Hotels offering their guests opportunities to support or participate in environmental and social initiatives (e.g. by donating money, volunteering time or joining an activity) is an established practice globally.

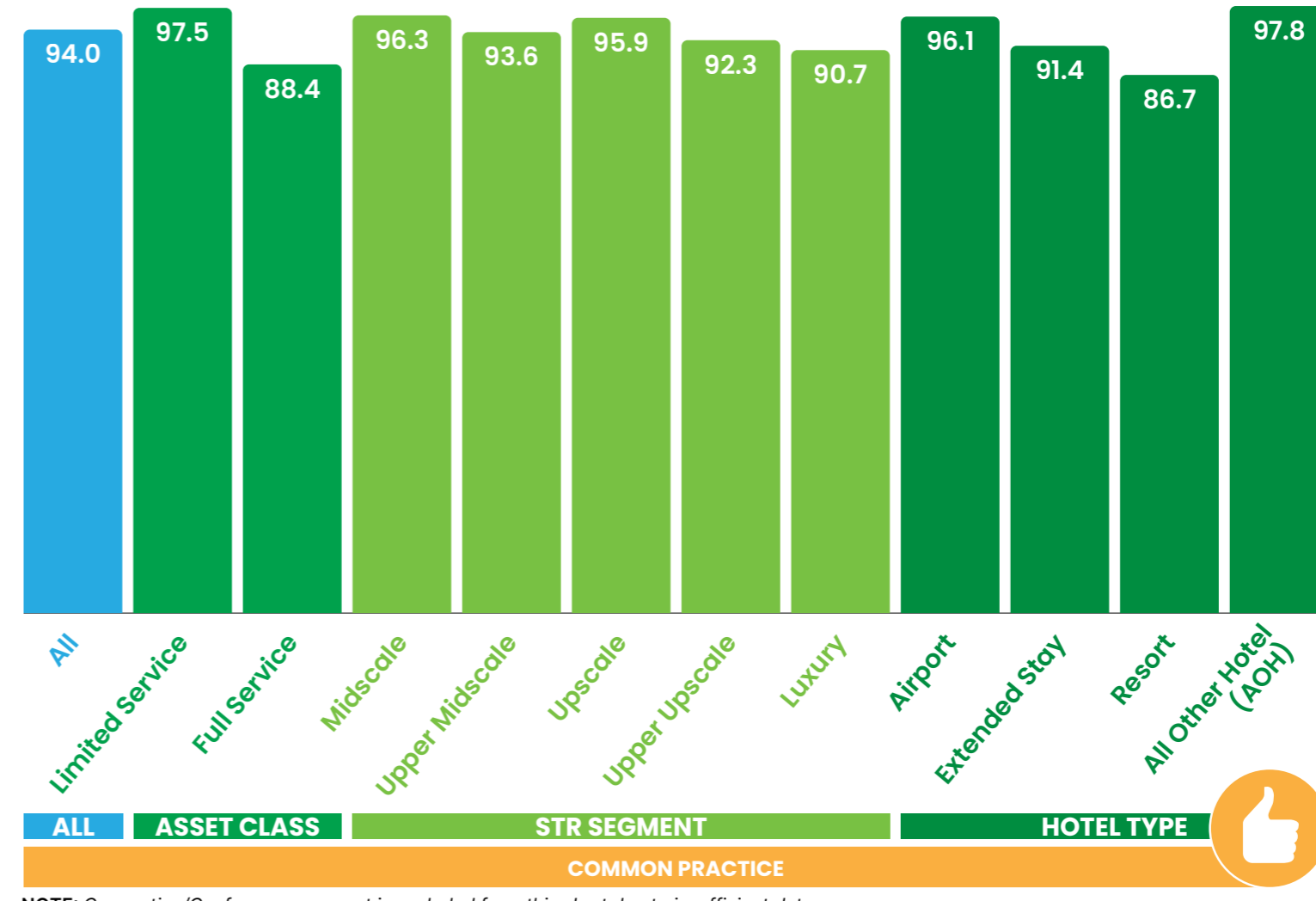
- At least one in two hotels offer guests opportunities to contribute to environmental and social initiatives.
  - Full Service hotels show a greater emphasis on guest engagement compared to Limited Service hotels.
  - Luxury hotels lead with a 74.5% adoption rate, while Midscale and Upper Midscale hotels trail behind at 28.0% and 39.8%, respectively, indicating significant potential for growth.
- Does the property offer its guests opportunities to support or participate in its environmental and social initiatives (e.g. by donating money, volunteering time or joining an activity)? (%)



## 2.6 GUEST REWARD

Hotels offering a reward program for guests who support some of its sustainability initiatives (i.e. discounts and restaurant vouchers for guests who participate in its towel and linen reuse program, or in its light housekeeping service program) is a common practice globally.

- 94.0% of all hotels have a sustainability-related guest reward program.
  - Limited Service hotels (97.5%) are more likely to have a sustainability-related guest reward program compared to Full Service hotels (88.4%).
  - Such guest reward programs are consistently found across all hotel categories.
- Does the property have a reward program for guests who support some of its sustainability initiatives (i.e. discounts and restaurant vouchers for guests who participate in its towel and linen reuse program, or in its light housekeeping service program)? (%)



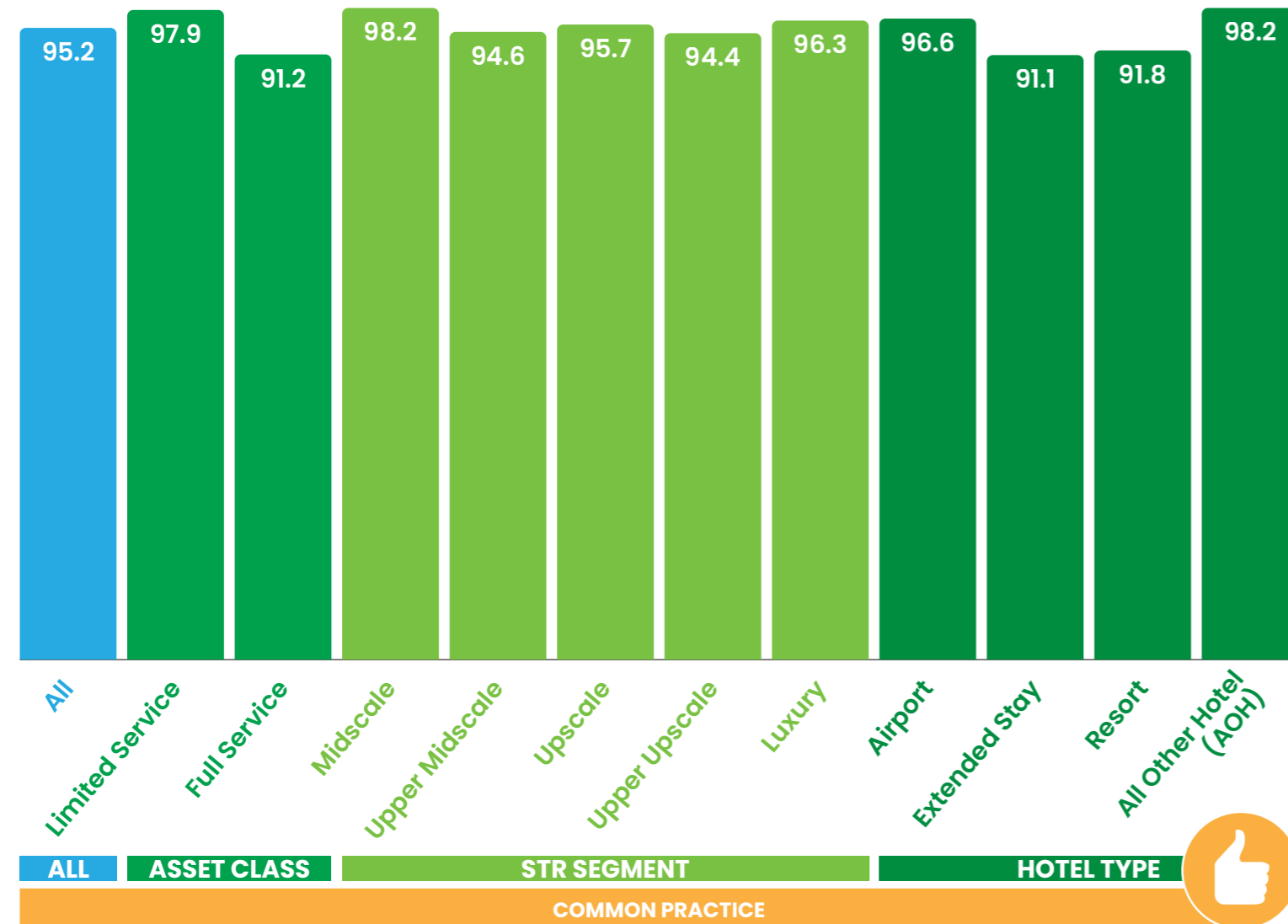
NOTE: Convention/Conference segment is excluded from this chart due to insufficient data.

## 2.7 SUSTAINABILITY REPORTING

Hotels having space on their website dedicated to sustainability efforts is a common practice globally.

- 95.2% of all hotels report that they communicate their sustainability efforts via their website.
- This is highly prevalent across all hotel categories.

Does the property have space on its website dedicated to its sustainability efforts? (%)



NOTE: Convention/Conference segment is excluded from this chart due to insufficient data.

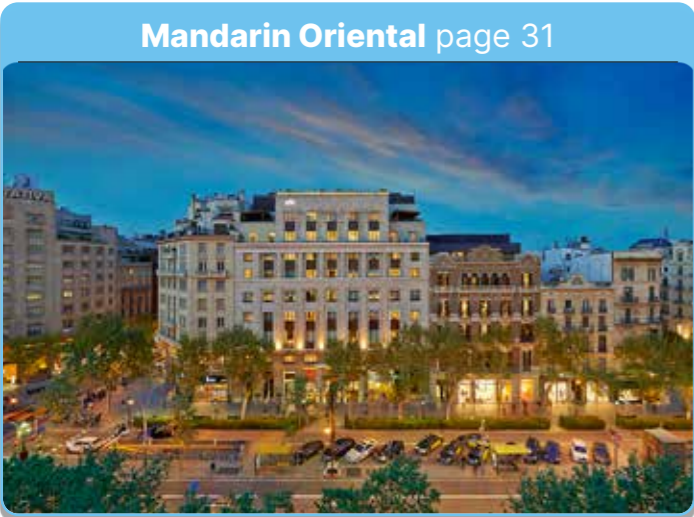
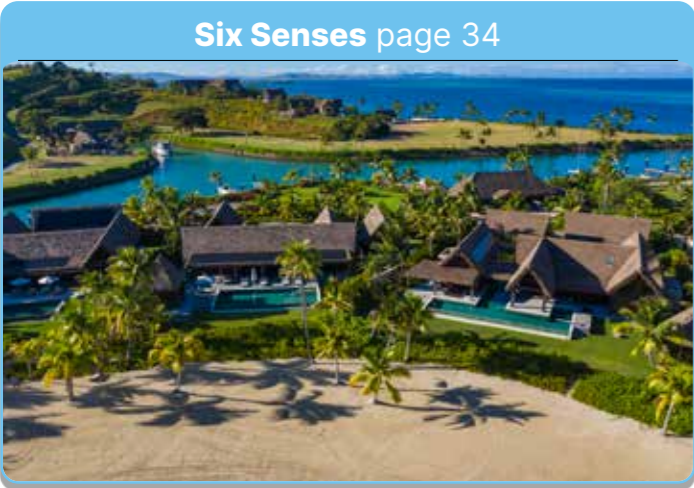




## 4.3 **SOCIAL IMPACT**



# SOCIAL IMPACT



## Support Local

### Hire local

- ▶ What percentage of the property's staff comes from the local community?

### Support local community

- ▶ Has the property conducted initiatives for local infrastructure and community development in the past year?

### Promote local tours

- ▶ Does the property offer or promote tours and activities organized by local guides and businesses?

### Buy local

- ▶ Does the property have a purchasing policy that includes a preference for local suppliers?

## Reduce Inequalities & Improve Accessibility

### Reduce inequalities

- ▶ Has the property implemented any initiatives to reduce inequalities?

### Equip staff with human rights knowledge

- ▶ Does the property conduct modern slavery training to equip staff with basic knowledge to identify and report exploitation?

### Ensure accessibility

- ▶ Is the property and its activities accessible to persons with physical disabilities and other special needs?

### Communicate level of accessibility

- ▶ Does the property accurately communicate the level of accessibility to the guests through its website or other means?

### Info Box

- Reducing inequalities is broadly tied to principles like anti-harassment, accessibility, and equal opportunity. Hotels can further impact inequalities by supporting diverse, local suppliers and purchasing ethically produced, fair trade goods.

Common Practice  
 Established Practice  
 Emerging Practice  
 Innovative Practice



### 3. SOCIAL IMPACT

**Social impact starts locally, and hotels have a unique opportunity to positively influence nearby communities.** By sourcing goods and services locally, supporting local employment, and engaging in community development projects, hotels can strengthen economic resilience, preserve cultural heritage, and enhance community well-being. Additionally, procuring locally reduces transport miles and associated carbon emissions. Our data shows that 82.2% of hotels contribute to community initiatives and 76.6% prioritize local suppliers in their purchasing decisions. However, less than half promote tours and activities led by local guides and businesses—an area that could be further encouraged.

Addressing social and physical barriers within hotels also fosters an inclusive and welcoming environment for guests and staff, supporting fairness while broadening market reach. Tackling broader social issues such as modern slavery and child labor is a mark of corporate responsibility that strengthens a hotel's reputation. Although modern slavery may not always be apparent, it poses a significant risk in the hospitality business, and our data reveals that conducting relevant training to equip staff on how to identify and prevent such human rights violations is now a common practice.

Discover eight best practices that bring positive social impact in this section.

#### ■ COMMON PRACTICES

- Virtually all hotels (99.5%) communicate their level of accessibility to guests.
- 97.6% of all hotels say that they are accessible to persons with physical disabilities and other special needs.
- 96.5% of all hotels provide staff training to address modern slavery risks.
- 96.4% of all hotels have implemented initiatives to reduce inequalities.
- 82.2% of all hotels have initiatives to support the local community.
- 76.6% of all hotels show preference for local suppliers in their purchasing policy.

#### ■ ESTABLISHED PRACTICES

- Nearly three in five hotels employ more than 75% of their staff from the local community.

#### ■ EMERGING PRACTICES

- 41.2% of all hotels offer or promote local tours.

#### Policy and Trends

- Several US states have mandated that hotels implement human trafficking awareness training for staff, including California, Illinois, Connecticut and Florida. These regulations generally require that hotels provide annual training to guest-facing employees on how to identify and prevent such human rights violations. Hotels must also post prescribed signage regarding the National Human Trafficking Hotline.
- The UK Modern Slavery Act requires that large businesses operating in the UK publish a statement on steps taken to prevent modern slavery in their operations and supply chains.
- The Australian Modern Slavery Act mandates that businesses with annual revenues of AUD 100 million or more report on risks of modern slavery in their operations and supply chains, and their actions taken to address these risks.

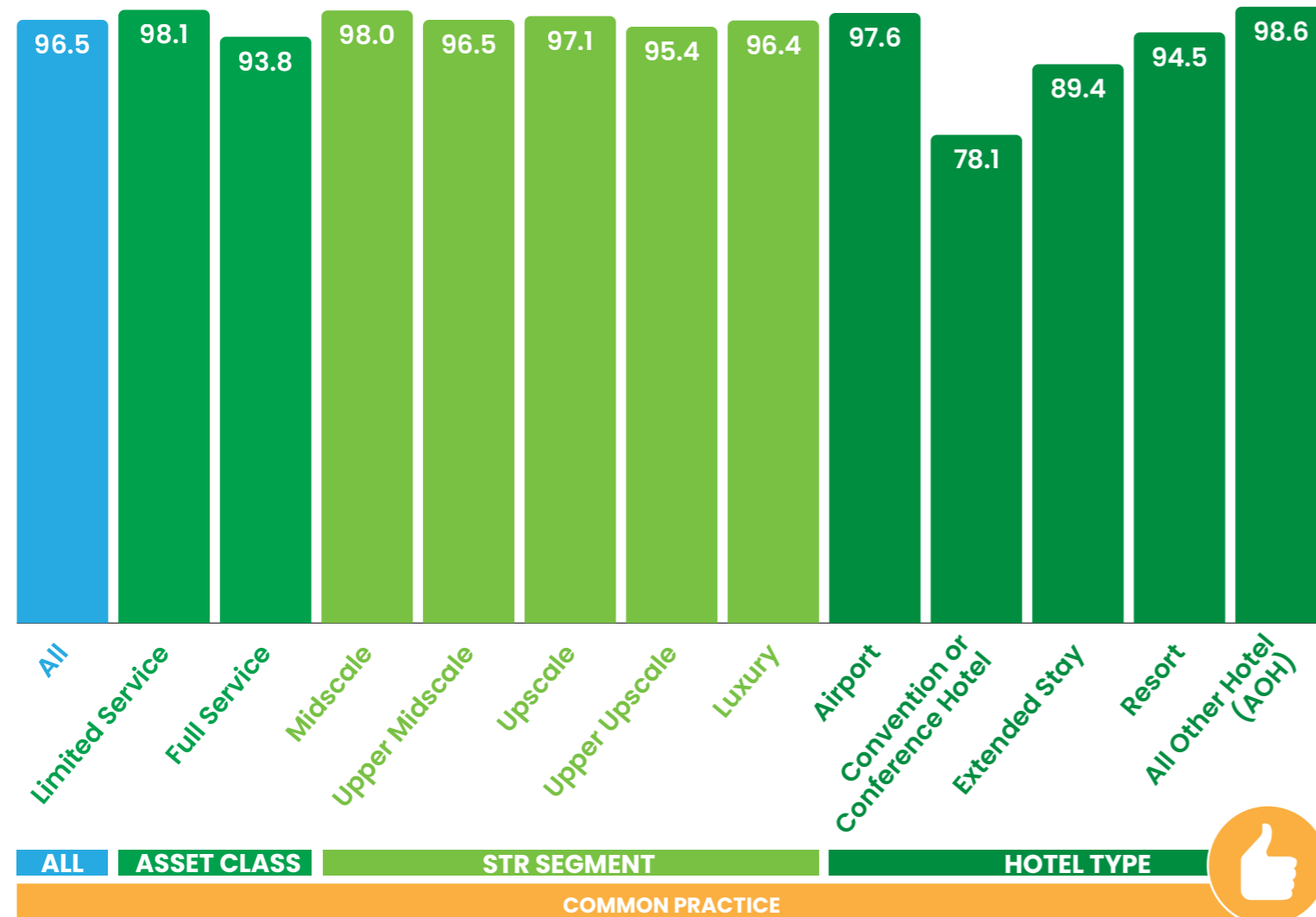


### 3.1 MODERN SLAVERY TRAINING

Hotels conducting modern slavery training to equip staff with basic knowledge to identify and report exploitation (e.g. human trafficking) is a common practice globally.

- 96.5% of all hotels provide staff training to address modern slavery risks.
- This high adoption rate is similarly observed across most hotel categories.
- Convention/Conference hotels have the lowest adoption rate at 78.1%, indicating room for improvement in this segment.

Does the property conduct modern slavery training to equip staff with basic knowledge to identify and report exploitation (e.g. human trafficking)? (%)



#### MANDARIN ORIENTAL BARCELONA, SPAIN

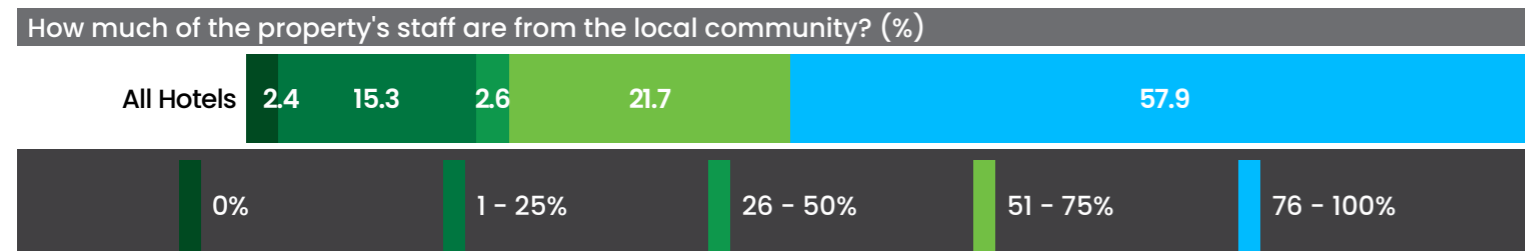
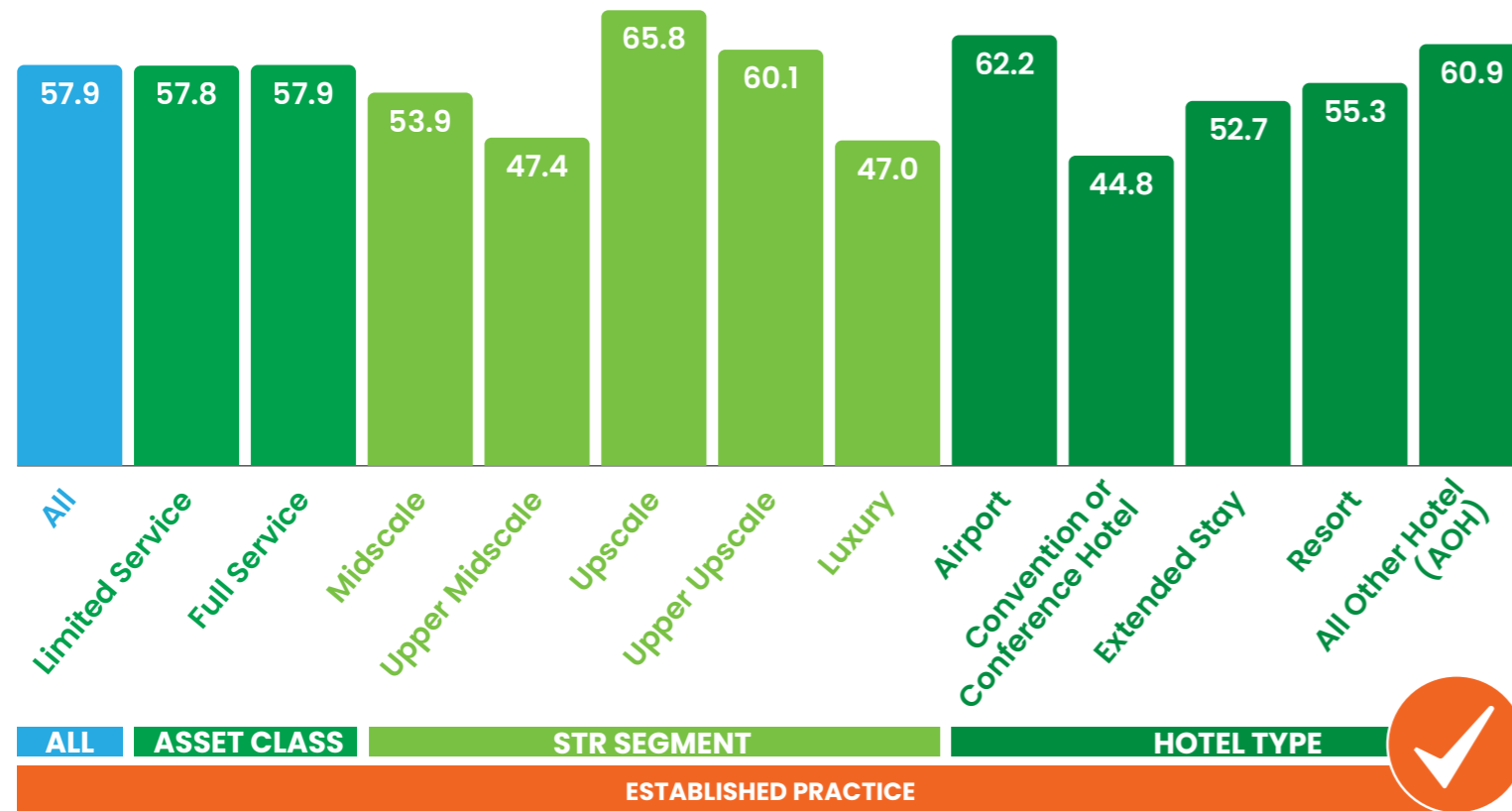
All new staff members undergo comprehensive training on the hotel's Code of Conduct, which includes critical topics such as modern slavery and human rights. Additionally, to reinforce this knowledge and maintain a high standard of awareness, existing staff members receive refresher training on these important topics annually.

### 3.2 LOCAL STAFF

Hotels hiring more than 75% of their staff from the local community is an established practice globally.

- Nearly three in five hotels employ more than three-quarters of their staff from the local community.
- Upscale hotels show the highest prevalence of local hiring, with 65.8% employing at least more than 75% local staff and a further 18.9% employing 51-75% local staff.

Does the property hire staff from the local community? (%)

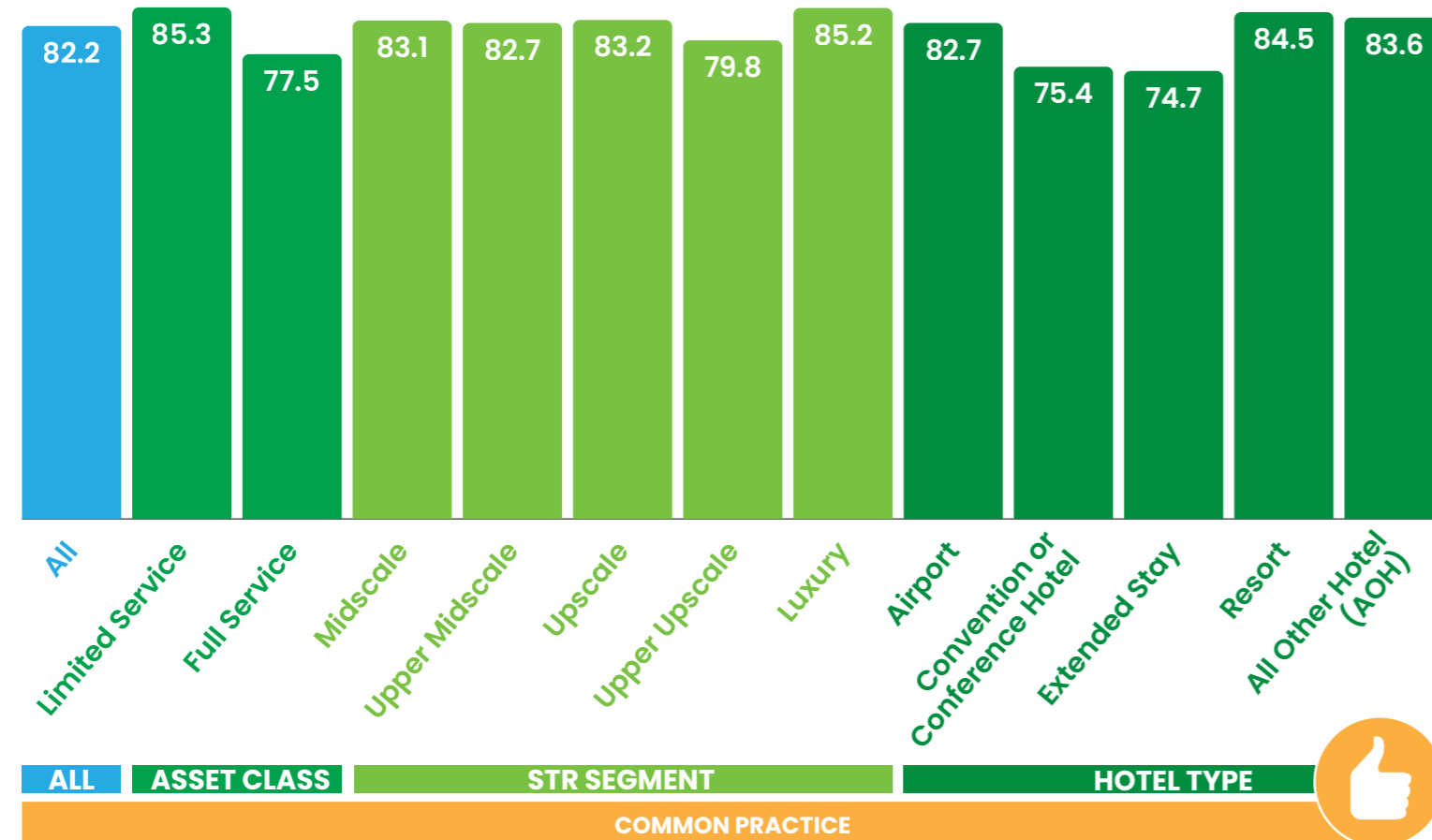




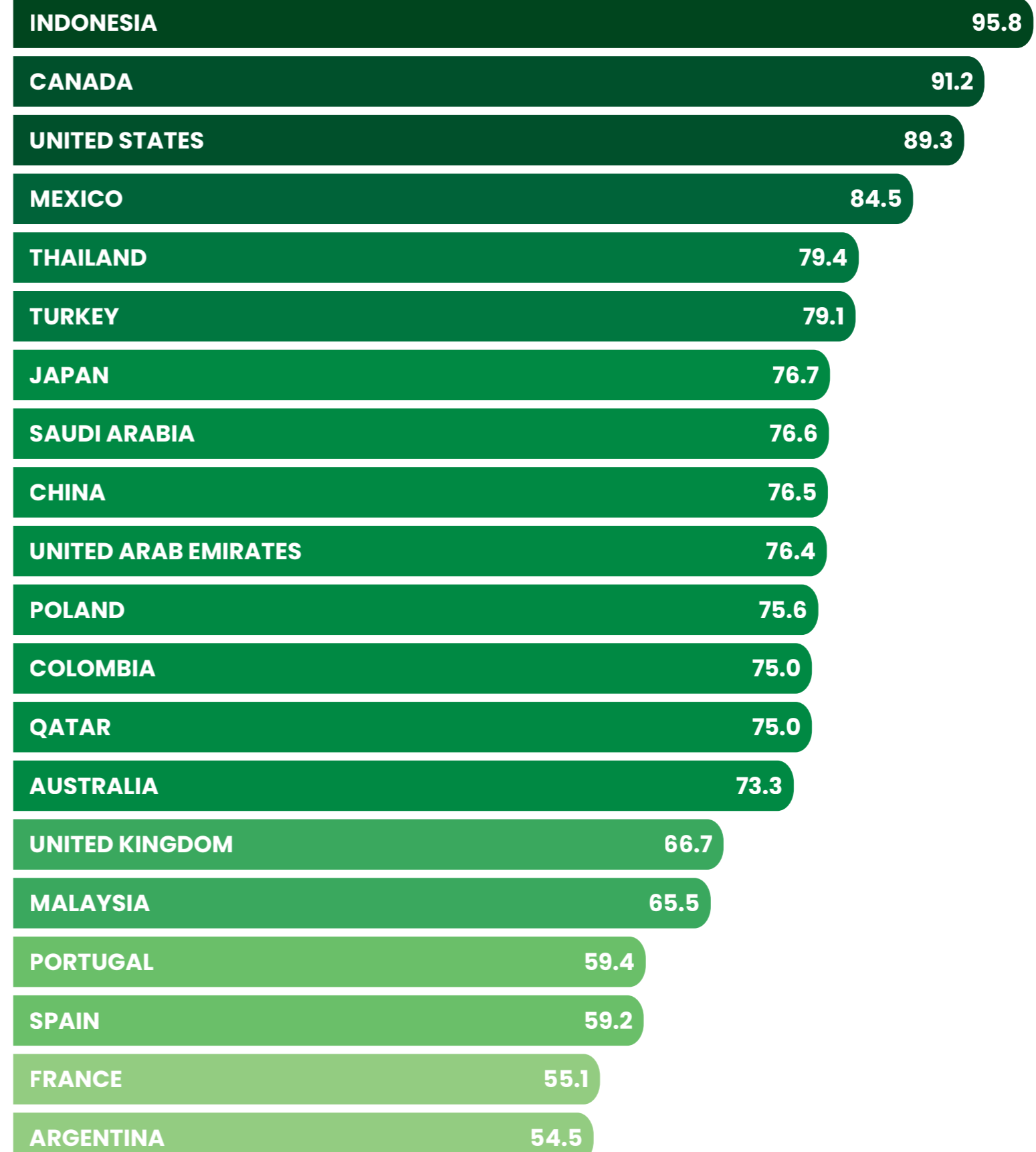
### 3.3 COMMUNITY SUPPORT

Hotels conducting initiatives for local infrastructure and community development (e.g. education, training, health and sanitation and projects which address the impacts of climate change) in the past year is a common practice globally.

- 82.2% of all hotels implement initiatives to support the local community.
  - Limited Service hotels (85.3%) have a slightly higher adoption rate compared to Full Service hotels (77.5%).
  - Extended Stay and Convention/Conference hotels show the lowest participation rates, with 74.7% and 75.4% respectively, indicating opportunities to improve their community involvement.
  - The top three countries for this practice are Indonesia (95.8%), Canada (91.2%) and the United States (89.3%).
- Has the property conducted initiatives for local infrastructure and community development (e.g. education, training, health and sanitation and projects which address the impacts of climate change) in the past year? (%)



### Country Ranking - Local Infrastructure and Community Development Initiatives (%)





### SIX SENSES FIJI

The property has enhanced Solevu village's infrastructure by installing rainwater collection tanks in several homes, ensuring a reliable water supply during dry periods. They also support local schools by donating essential supplies such as stationery and sports equipment. Six Senses works closely with the community and school leaders to assess their most pressing needs, which ensures that their support is both relevant and impactful.

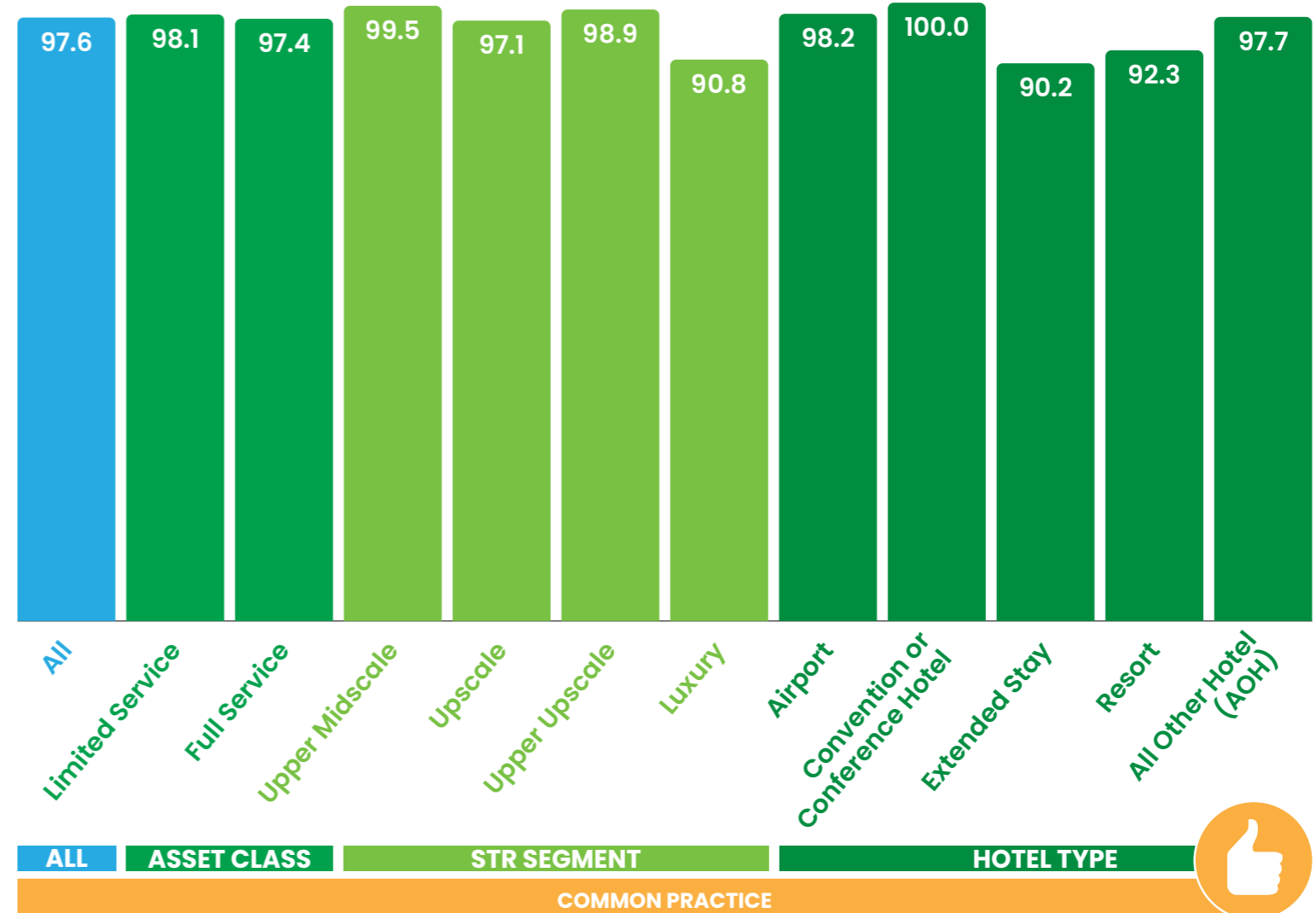
# HOTEL HIGHLIGHTS

## 3.4 ACCESSIBILITY

Hotels ensuring that the property and their activities are accessible to persons with physical disabilities and other special needs is a common practice globally.

- 97.6% of all hotels say that they are accessible to persons with physical disabilities and other special needs.
- This high prevalence is observed consistently, regardless of hotel categories.

■ Is the property and its activities accessible to persons with physical disabilities and other special needs? (%)



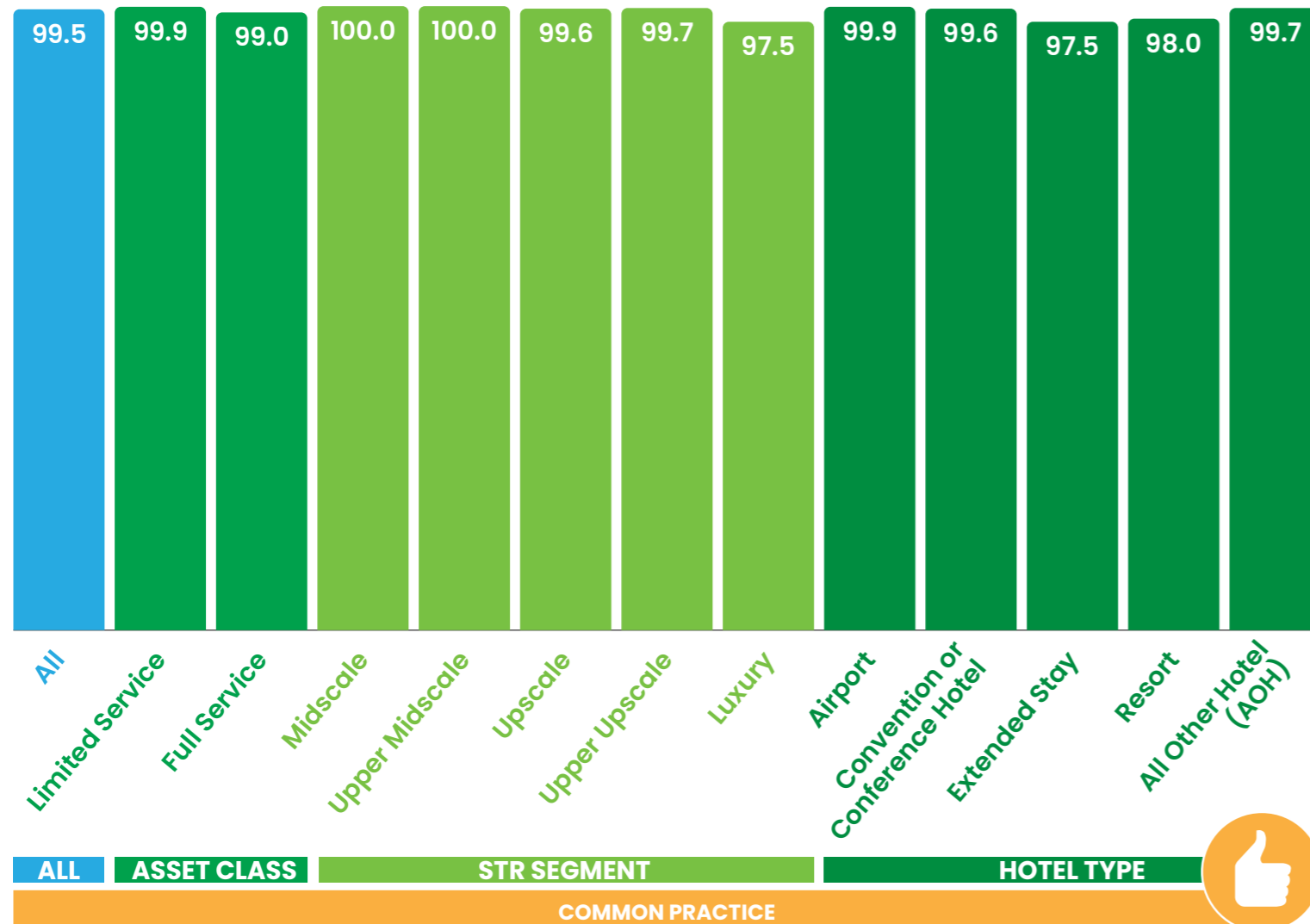
NOTE: Midscale segment is excluded from this chart due to insufficient data.

### 3.5 COMMUNICATION OF ACCESSIBILITY

Hotels communicating their level of accessibility to guests through their website or other means is a common practice globally.

- Virtually all hotels (99.5%) communicate their level of accessibility to guests.
- This is observed across all hotel categories.

Does the property accurately communicate the level of accessibility to the guests through its website or other means? (%)

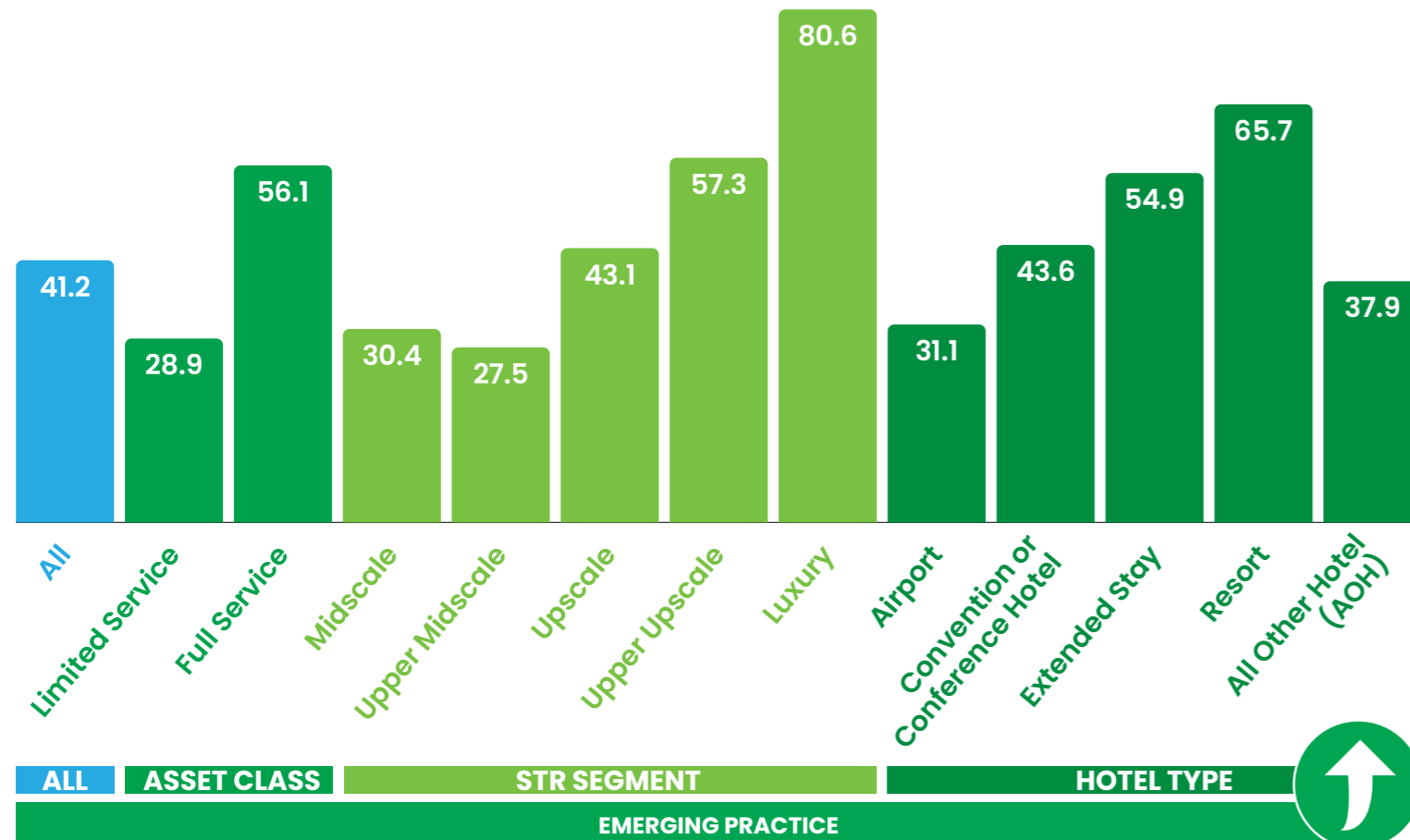


### 3.6 LOCAL TOURS

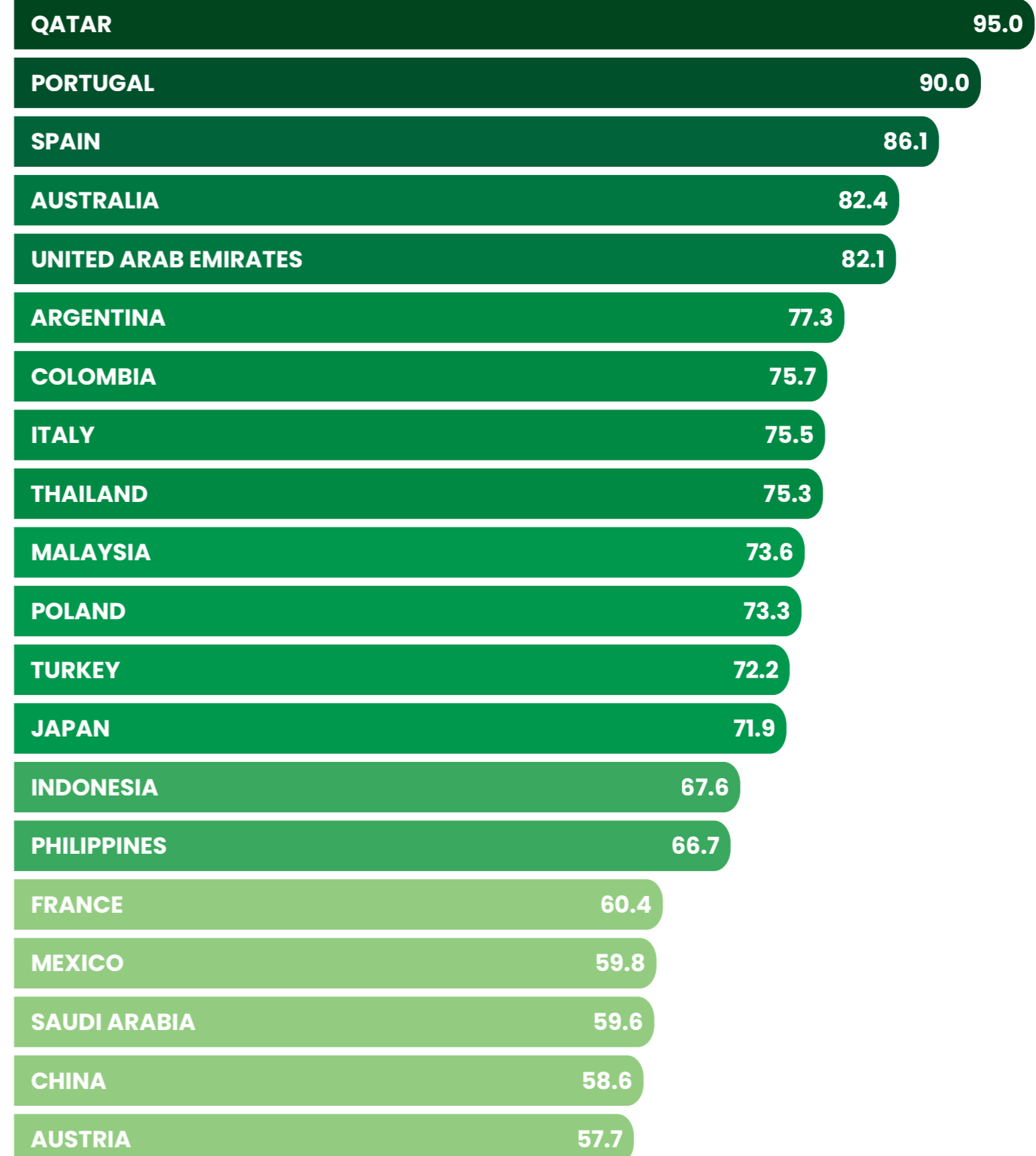
Hotels offering or promoting tours and activities organized by local guides and businesses is an emerging practice globally.

- 41.2% of all hotels offer or promote locally-run tours.
- Luxury hotels lead with 80.6% promoting local tours, emphasizing their focus on creating immersive guest experiences.
- Resort hotels also perform well, with 65.7% promoting local tours, which aligns with their focus on leisure tourism.
- Limited Service, Midscale, Upper Midscale, and Airport hotels show the lowest adoption rates, indicating opportunities to enhance engagement with local attractions and businesses.
- The top three countries offering or promoting local tours include Qatar (95.0%), Portugal (91.0%) and Spain (86.1%).

■ Does the property offer or promote tours and activities organized by local guides and businesses? (%)



■ Country Ranking - Promote Local Tours (%)

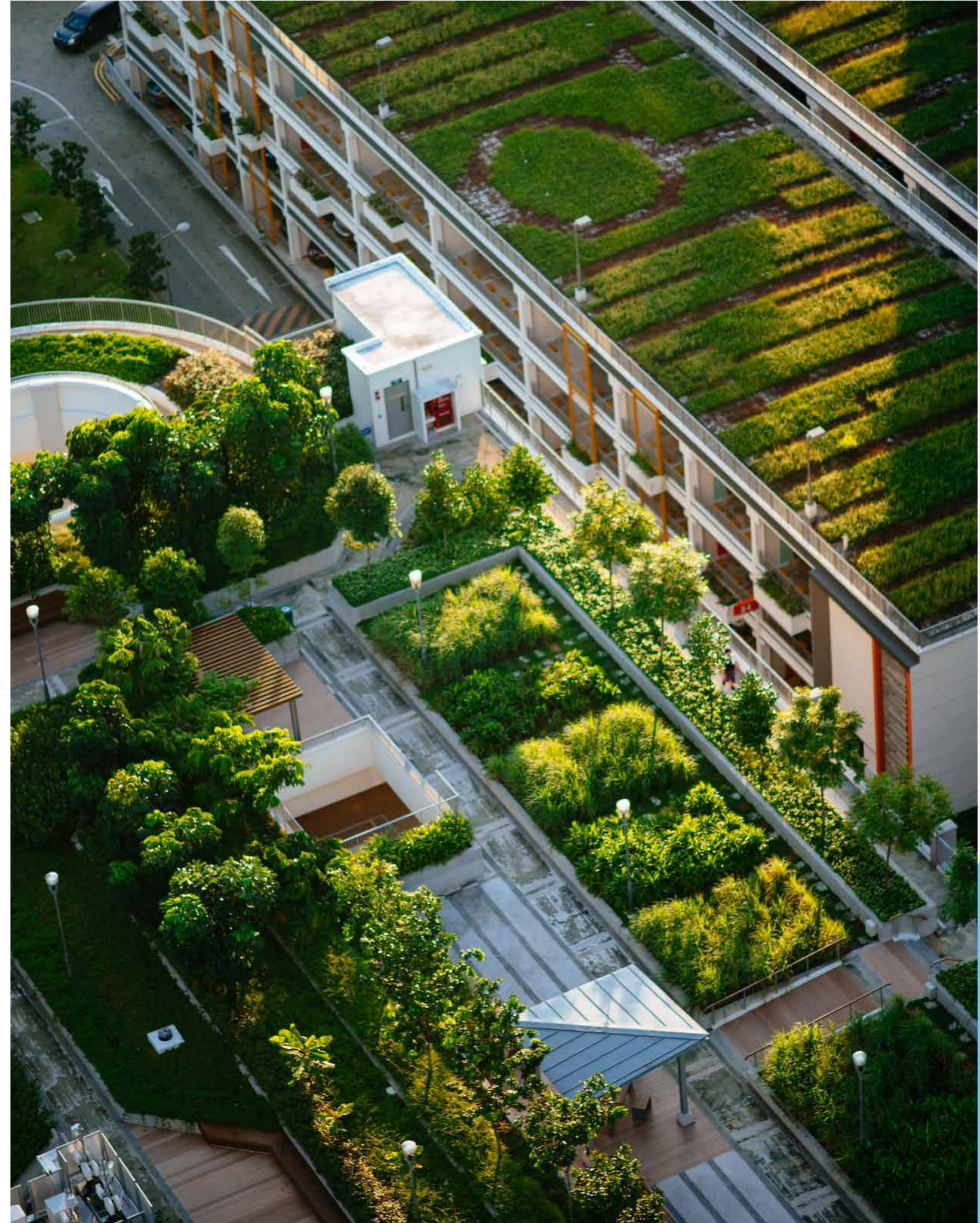
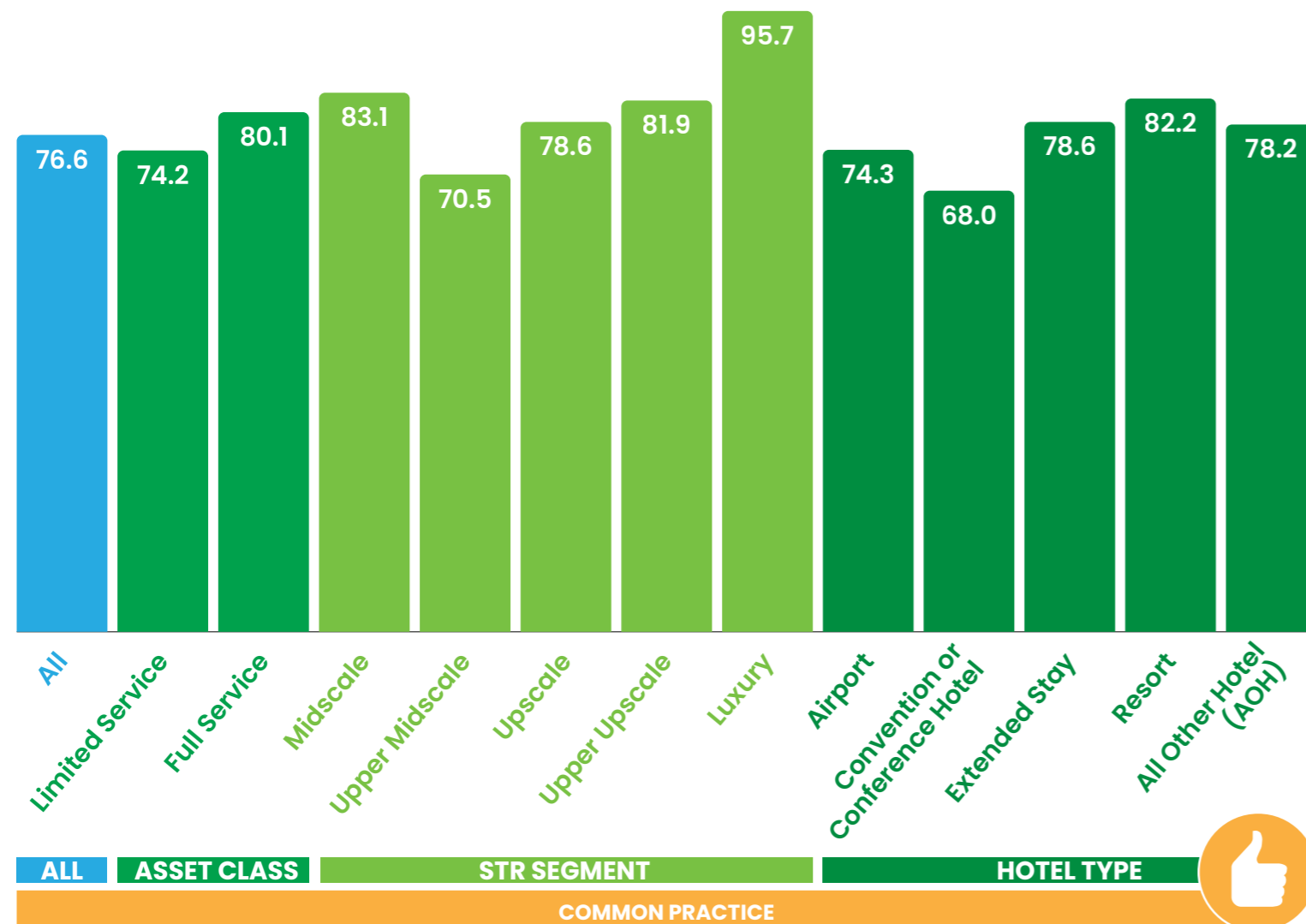


### 3.7 LOCAL SUPPLIERS

Hotels having a purchasing policy that includes a preference for local suppliers is a common practice globally.

- 76.6% of all hotels show preference for local suppliers in their purchasing policy.
- Luxury hotels are in the lead with 95.7% preference for local suppliers, reflecting a strong commitment to sustainable procurement and supporting local businesses.
- Convention/Conference hotels lag behind at 68.0%, indicating room for improvement. Given the scale of MICE events held at such hotels, this segment has considerable potential to make a positive impact in terms of local sourcing.

■ Does the property have a purchasing policy that includes a preference for local suppliers? (%)

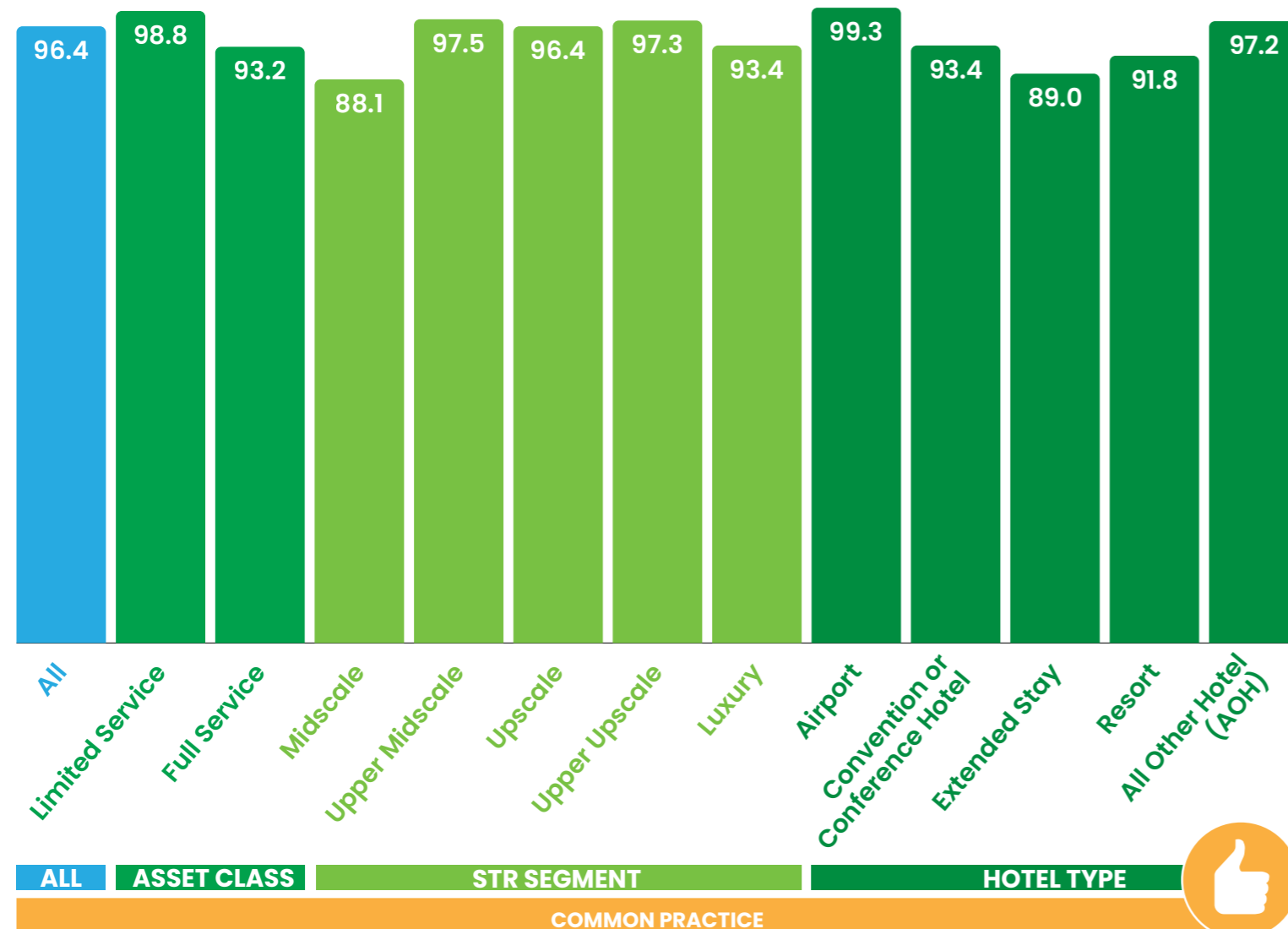


### 3.8 REDUCE INEQUALITIES

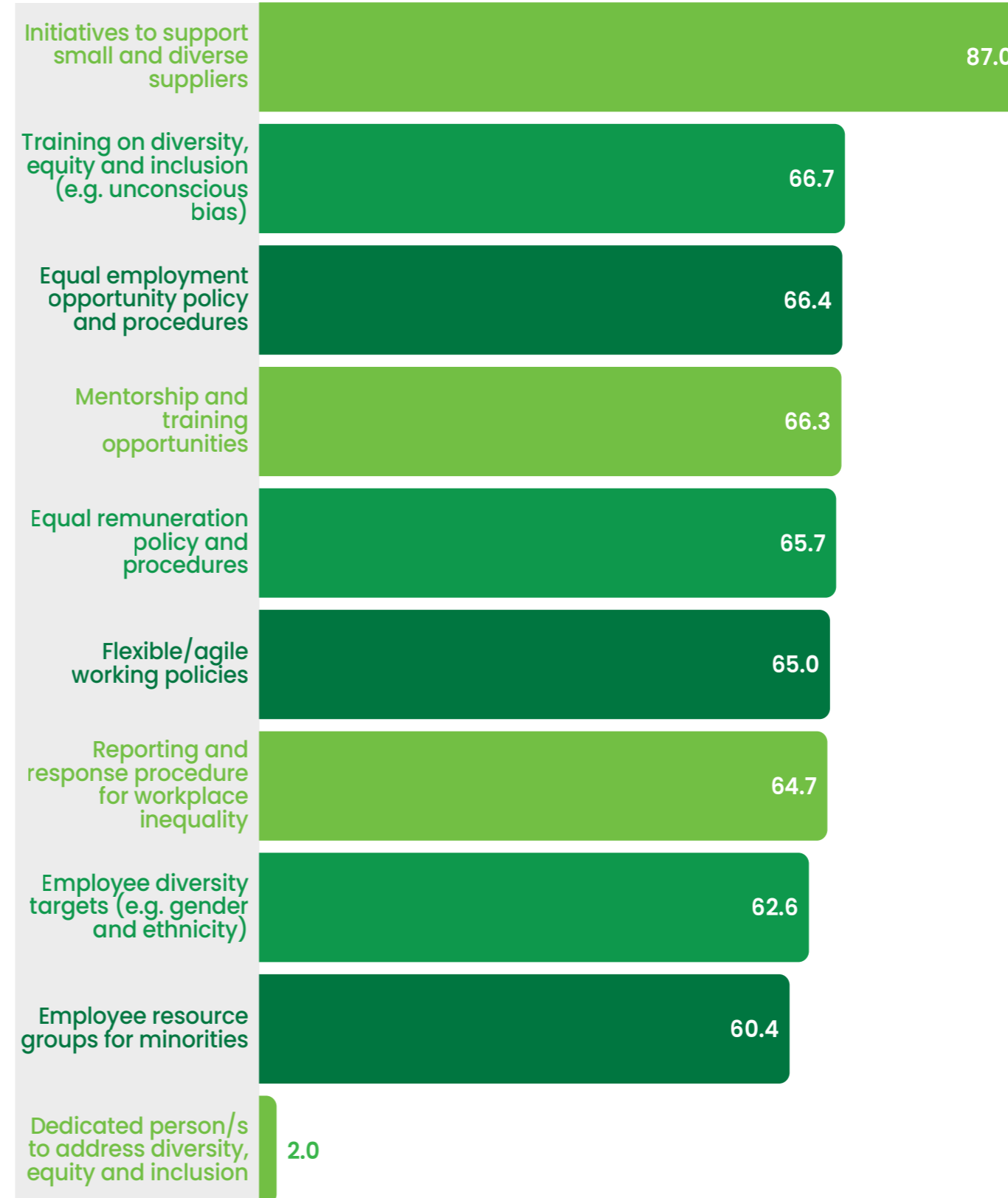
Hotels having initiatives to reduce inequalities is a common practice globally.

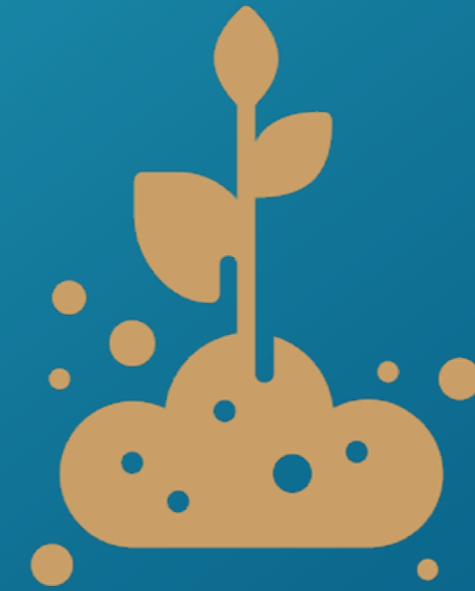
- 96.4% of all hotels have implemented initiatives to reduce inequalities.
- Luxury hotels stand out with strong adoption rates across most types of initiatives. They performed the best among all hotel categories in terms of initiatives for equal remuneration (76.6%), mentorship (79.0%), and anti-discrimination training (83.8%).
- Top initiatives across all hotels include supporting small and diverse suppliers; training on diversity, equity and inclusion; equal employment opportunity policy and procedures; and mentorship and training opportunities.

■ Has the property implemented any initiatives to reduce inequalities? (%)



■ Initiatives implemented by properties (%)





4.4

## **POLLUTION & BIODIVERSITY**

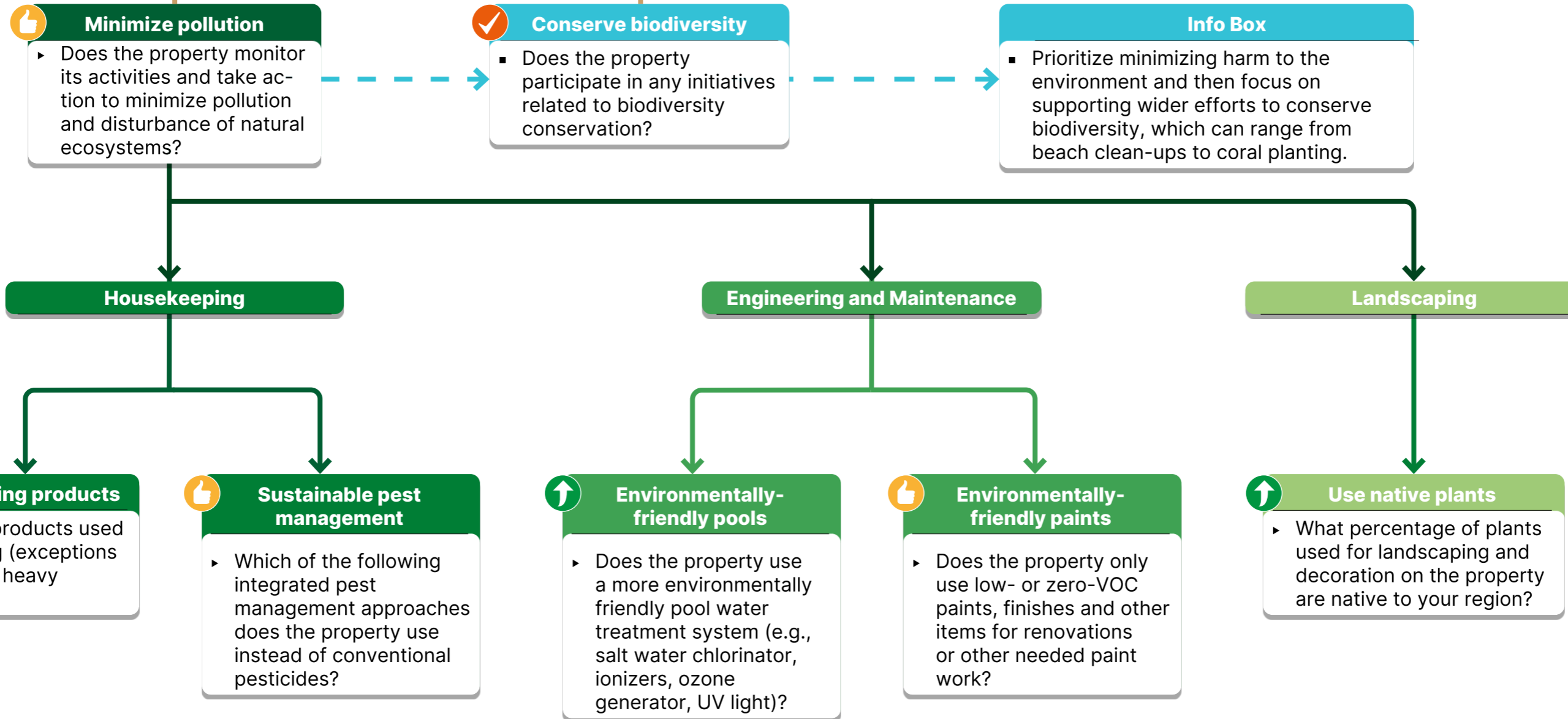


# POLLUTION & BIODIVERSITY

Zannier Hotels page 44



Six Senses page 45



Common Practice
 Established Practice
 Emerging Practice
 Innovative Practice





## 4. POLLUTION AND BIODIVERSITY

**The vitality of natural environments is essential for tourism in many destinations.** One significant way for hotels to protect the environment and also human health is via the use of certified green cleaning products. This is a common practice for four in five hotels. In addition, our data reveals that the use of native plants in hotels continues to be an emerging practice. One in two hotels also participate in biodiversity conservation efforts.

Explore this topic further through seven best practices.

### ■ COMMON PRACTICES

- Almost all (97.2%) of hotels use low- or zero-VOC paints.
- 94.8% of all hotels take actions to minimize pollution.
- 87.0% of all hotels implement integrated pest management approaches.
- 79.6% of all hotels use green cleaning products.

### ■ ESTABLISHED PRACTICES

- At least one in two hotels engage in biodiversity conservation initiatives.

### ■ EMERGING PRACTICES

- About one-third of all hotels integrate native plants in their landscaping and decoration.
- 29.9% of all hotels implement environmentally friendly pool water treatment systems.

### Policy and Trends

- International agreements, such as the Convention on Biological Diversity (CBD), emphasize the importance of preserving biodiversity.
- Over 400 organizations have now adopted the Taskforce on Nature-related Financial Disclosures (TNFD) framework, which supports companies in integrating nature into their decision-making processes. The TNFD framework aids in identifying nature-related risks, making data-driven decisions, building resilience, and capturing new opportunities.
- Aligning with the TNFD framework will help companies meet new regulatory requirements regarding biodiversity and environmental disclosures, such as those outlined by the International Sustainability Standards Board (ISSB)'s IFRS S1 and S2, the EU Corporate Sustainability Reporting Directive (CSRD), and the Global Reporting Initiative (GRI).

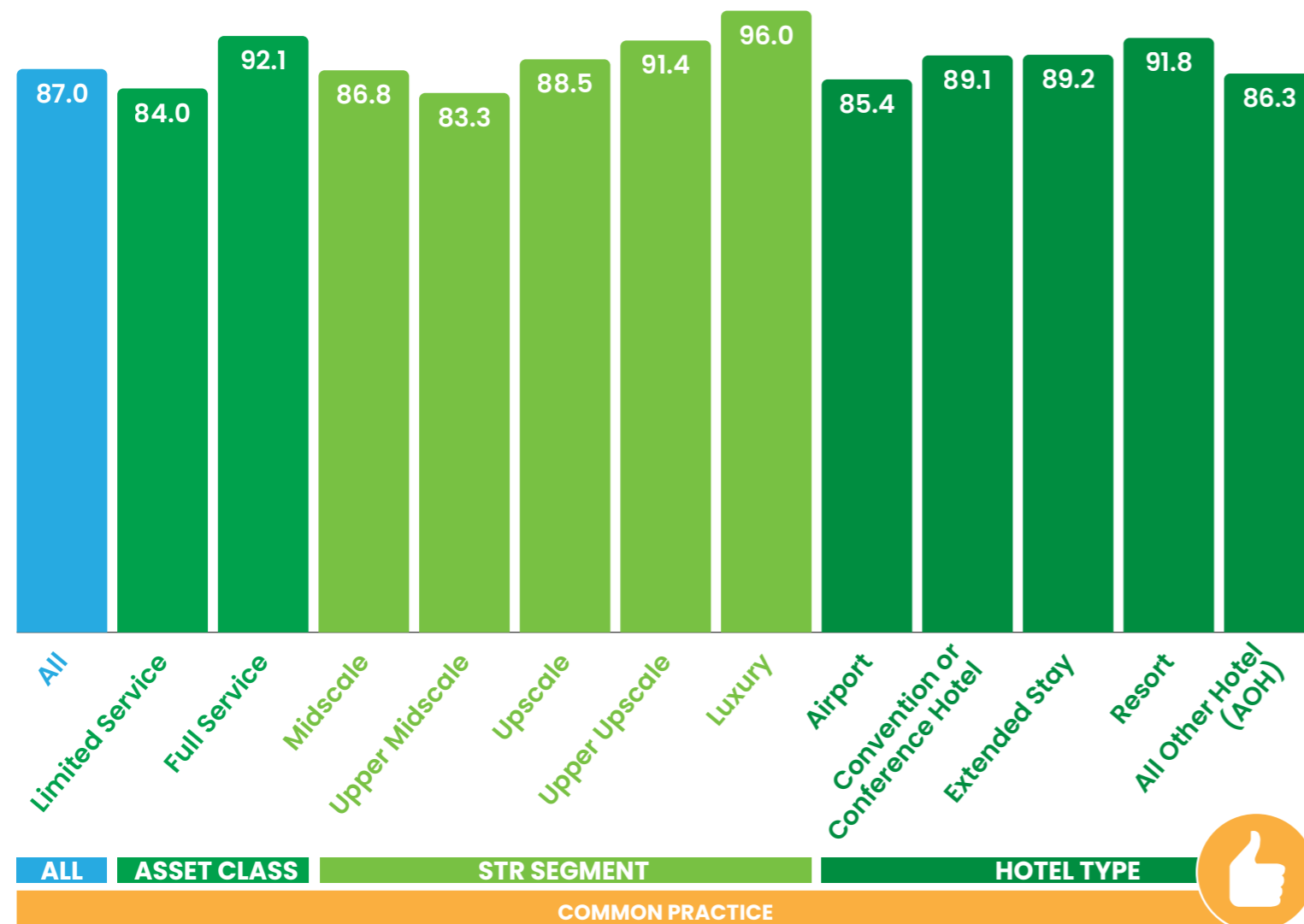


## 4.1 ENVIRONMENTALLY FRIENDLY PEST CONTROL

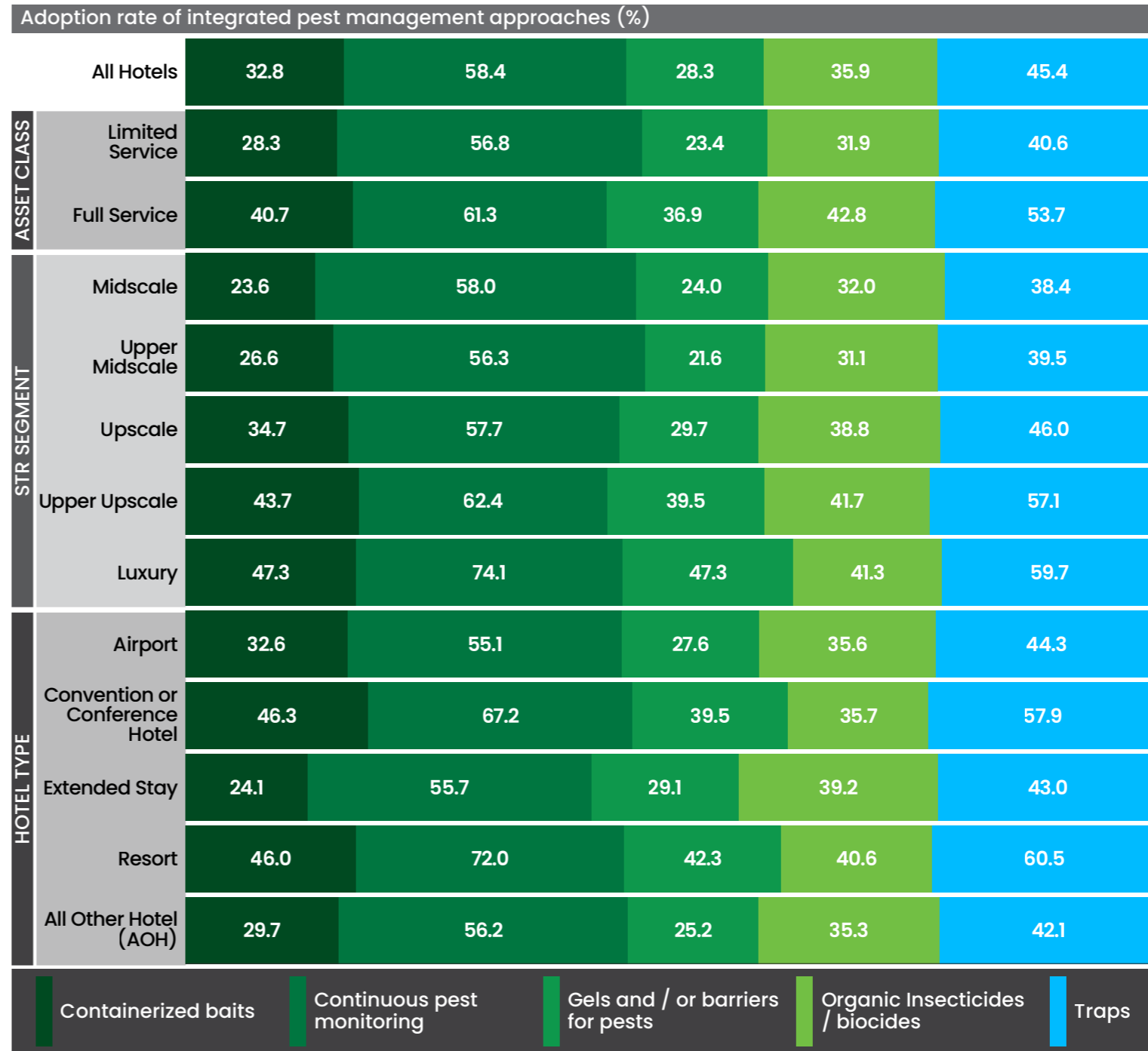
Hotels using integrated pest management approaches instead of conventional pesticides is a common practice globally.

- 87.0% of all hotels implement integrated pest management approaches, which are more environmentally friendly than conventional pest control methods.
- Luxury and Resort hotels demonstrate the highest adoption rates for integrated pest management approaches.

Does the property use integrated pest management approaches? (%)



- Continuous pest monitoring is the most commonly used method across all segments, with 74.1% of luxury hotels implementing this.
- More than one in three hotels use organic insecticides or biocides.

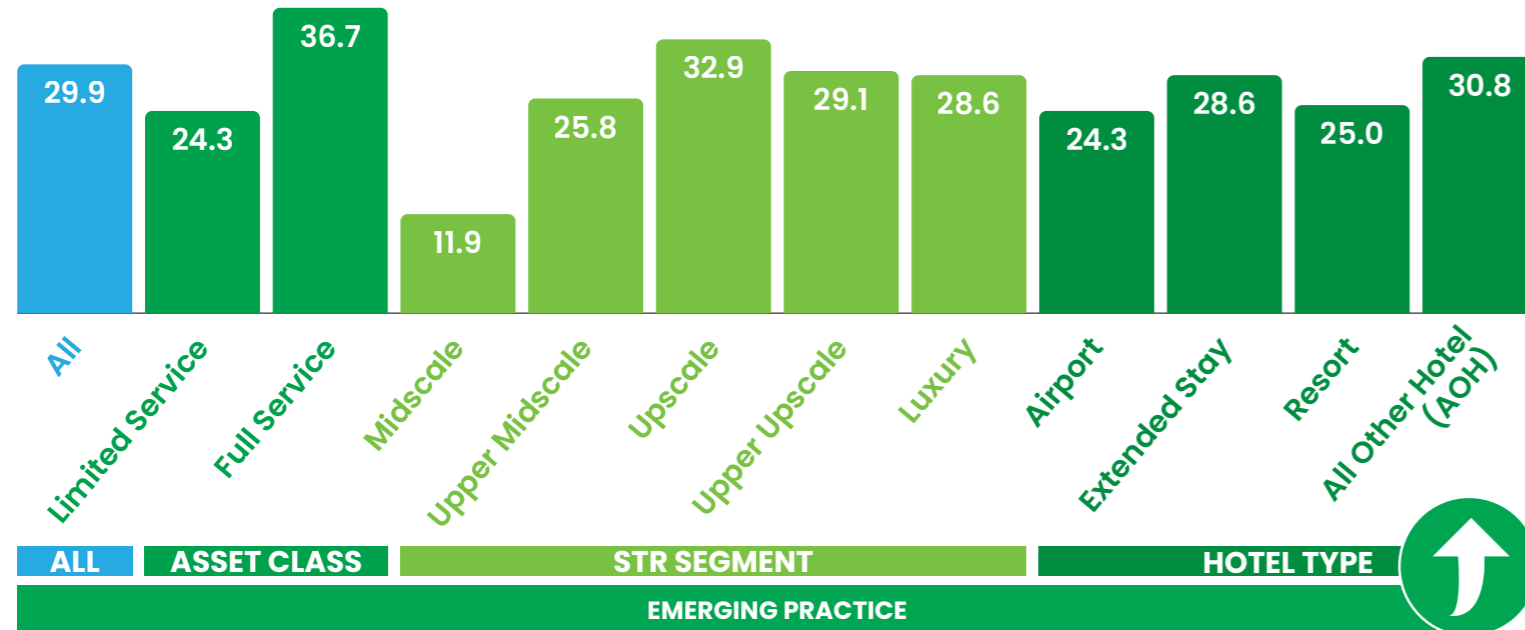


## 4.2 ENVIRONMENTALLY FRIENDLY POOL TREATMENT

Hotels using more environmentally friendly pool water treatment systems (e.g., salt water chlorinator, ionizers, ozone generator, UV light) is an emerging practice globally.

- 29.9% of all hotels implement environmentally friendly pool water treatment systems.
- Full Service hotels perform above average with an adoption rate of 36.7%.

■ Does the property use a more environmentally friendly pool water treatment system (e.g., salt water chlorinator, ionizers, ozone generator, UV light)? (%)



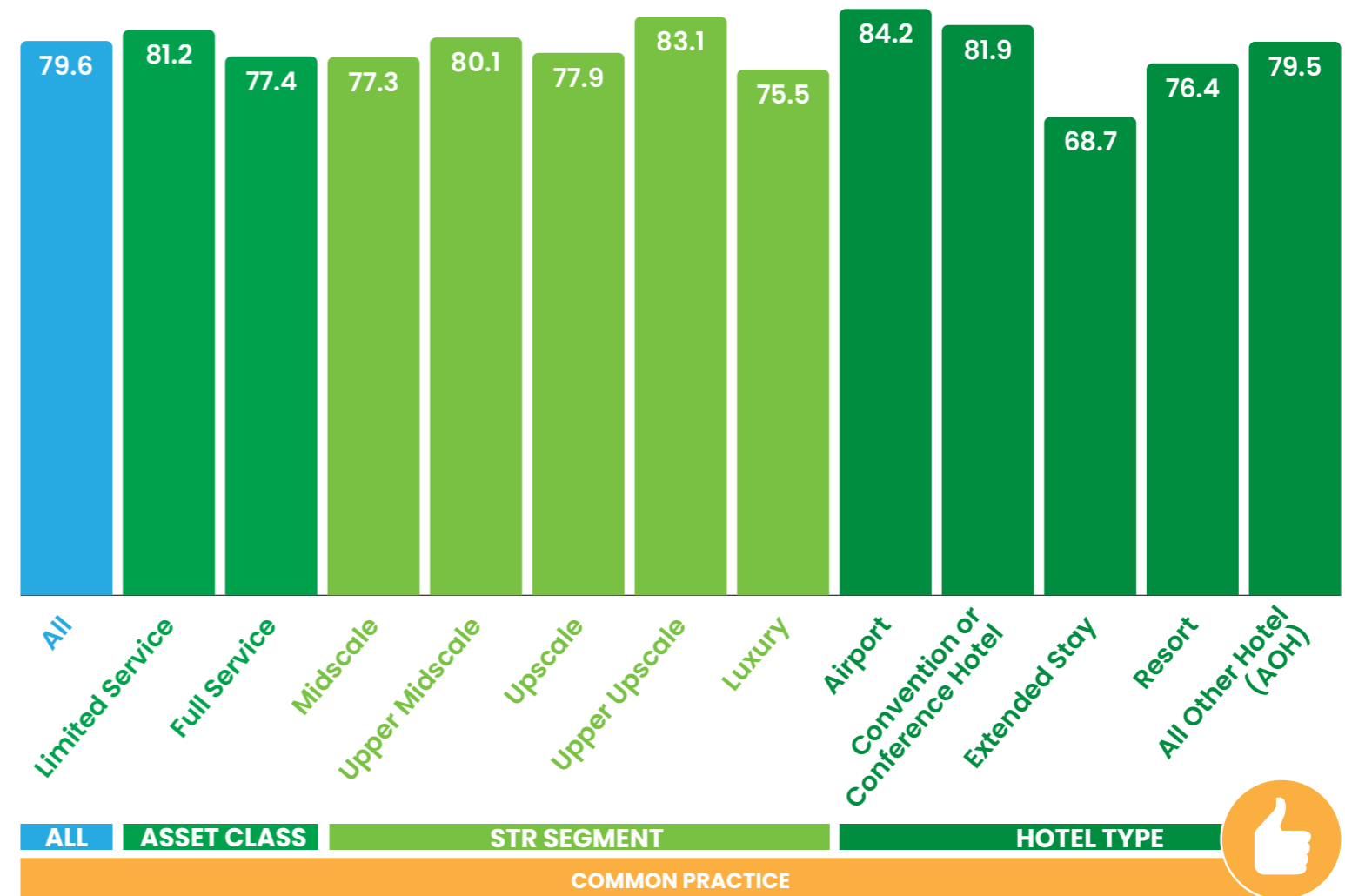
NOTE: Convention/Conference segment is excluded from this chart due to insufficient data.

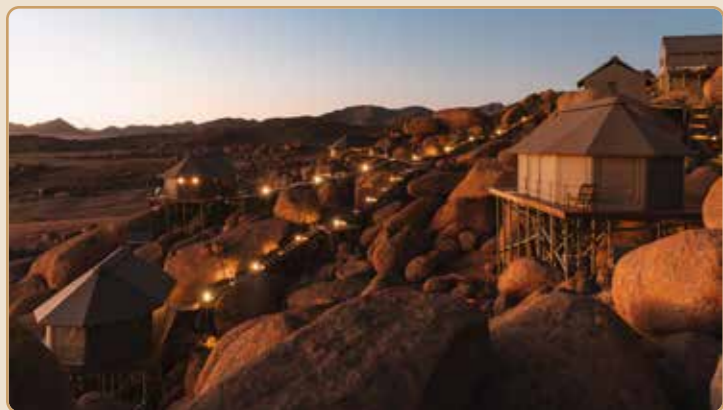
## 4.3 GREEN CLEANING PRODUCTS

Hotels using green products for cleaning (with exceptions allowed for heavy soiling) is a common practice globally.

- 79.6% of all hotels use green cleaning products.
- Most hotels indicate that they use green cleaning products with internationally- or nationally- recognized ecolabels.
- This is a common practice for most hotel categories, except for Extended Stay hotels where it is still an emerging practice (68.7%).

■ Are green products used for cleaning (exceptions allowed for heavy soiling)? (%)





**ZANNIER HOTELS**  
SONOP, NAMIBIA

As a lodge set within the Namib Desert wilderness, this hotel is committed to protecting the pristine night sky. Outdoor lighting is carefully adjusted to minimize light pollution and enhance the visibility of the stars. Once guests are settled for the evening, external lights are turned off to optimize stargazing opportunities.

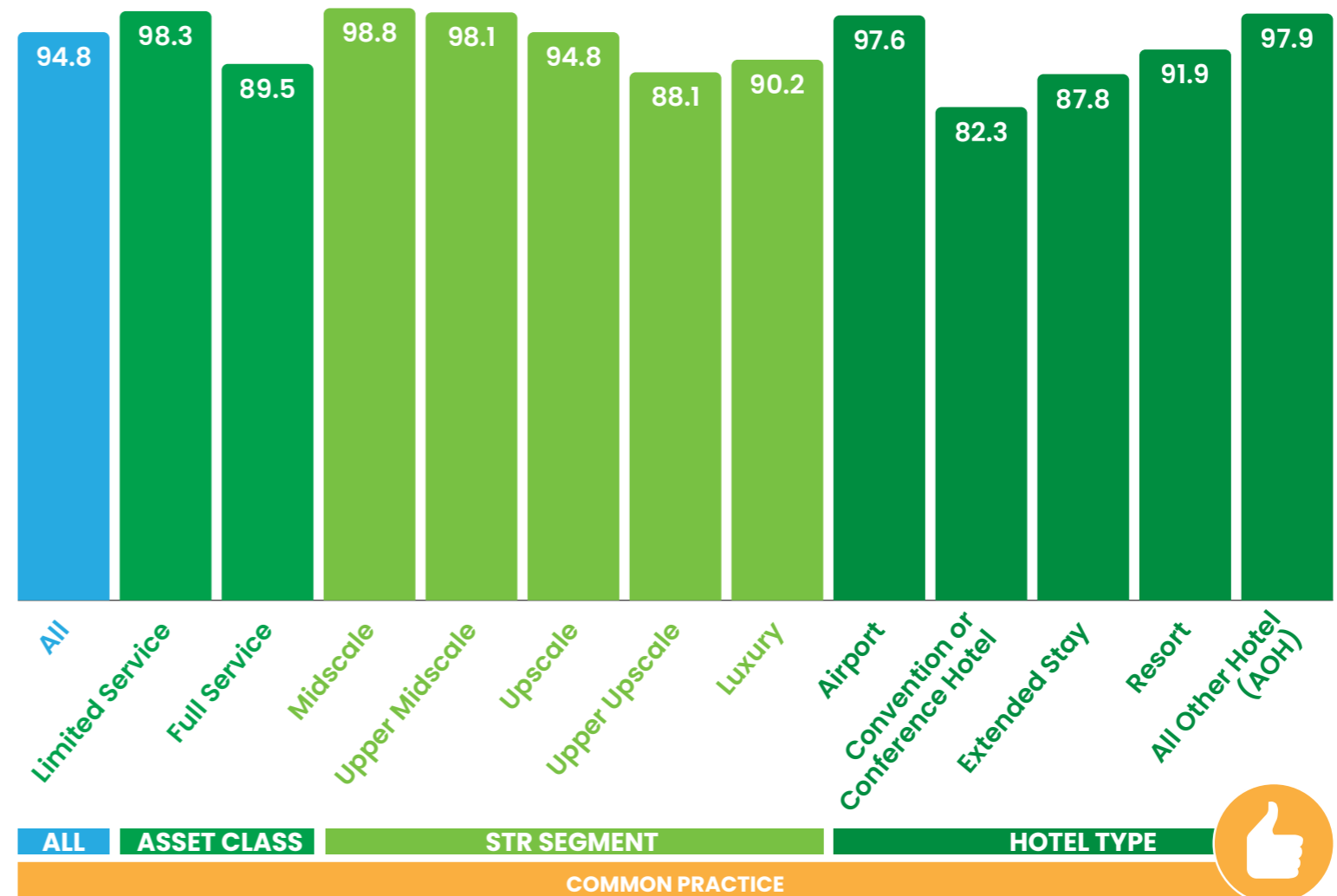
# HOTEL HIGHLIGHTS

## 4.4 MINIMIZE POLLUTION

Hotels monitoring their activities and taking action to minimize pollution and disturbance of natural ecosystems (e.g. noise pollution, light pollution, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants, etc.) is a common practice globally.

- 94.8% of all hotels take actions to minimize pollution.
- This is a common practice across all hotel categories.
- Convention/Conference hotels show the greatest room for improvement, with only 82.3% taking action to reduce pollution.

■ Does the property monitor its activities and take action to minimize pollution and disturbance of natural ecosystems (e.g. noise pollution, light pollution, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants, etc.)? (%)





### SIX SENSES KAPLANKAYA, TÜRKIYE

To protect and conserve the marine environment, this hotel conducts clean-ups of the surrounding coastline and organizes awareness-raising events involving staff, guests, students and local agencies. They have also adopted 10 Mediterranean monk seals, which are a vulnerable local species. To further protect native marine life by reducing invasive species, the hotel purchases invasive lionfish and features it on their menus.

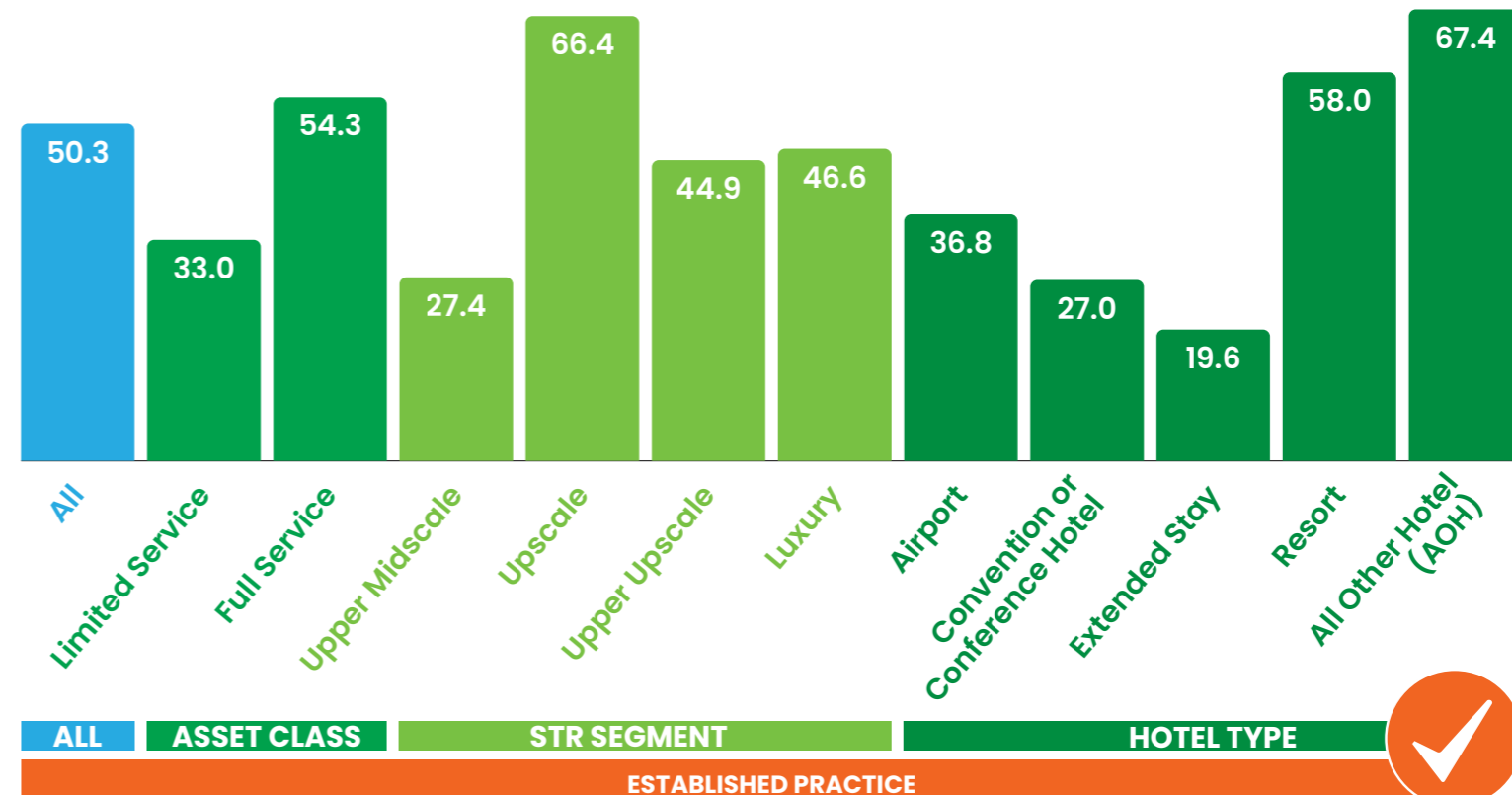
# HOTEL HIGHLIGHTS

## 4.5 BIODIVERSITY CONSERVATION

Hotels participating in initiatives related to biodiversity conservation is an established practice globally.

- About one in two hotels engage in biodiversity conservation initiatives.
- Engagement in biodiversity conservation efforts varies widely across different hotel categories.
- Full Service hotels (54.3%) perform slightly above average, while only 33.0% of Limited Service hotels emphasize biodiversity conservation.
- Resort hotels perform well, with 58.0% implementing conservation initiatives, reflecting their emphasis on preserving natural environments. Since resorts are often located near biodiversity-rich areas, such conservation efforts are closely tied to their business model, as maintaining the surrounding natural beauty is essential to attracting guests.
- Extended Stay and Convention/Conference hotels show some of the lowest adoption rates, indicating a clear opportunity for improvement.

■ Does the property participate in any initiatives related to biodiversity conservation? (%)



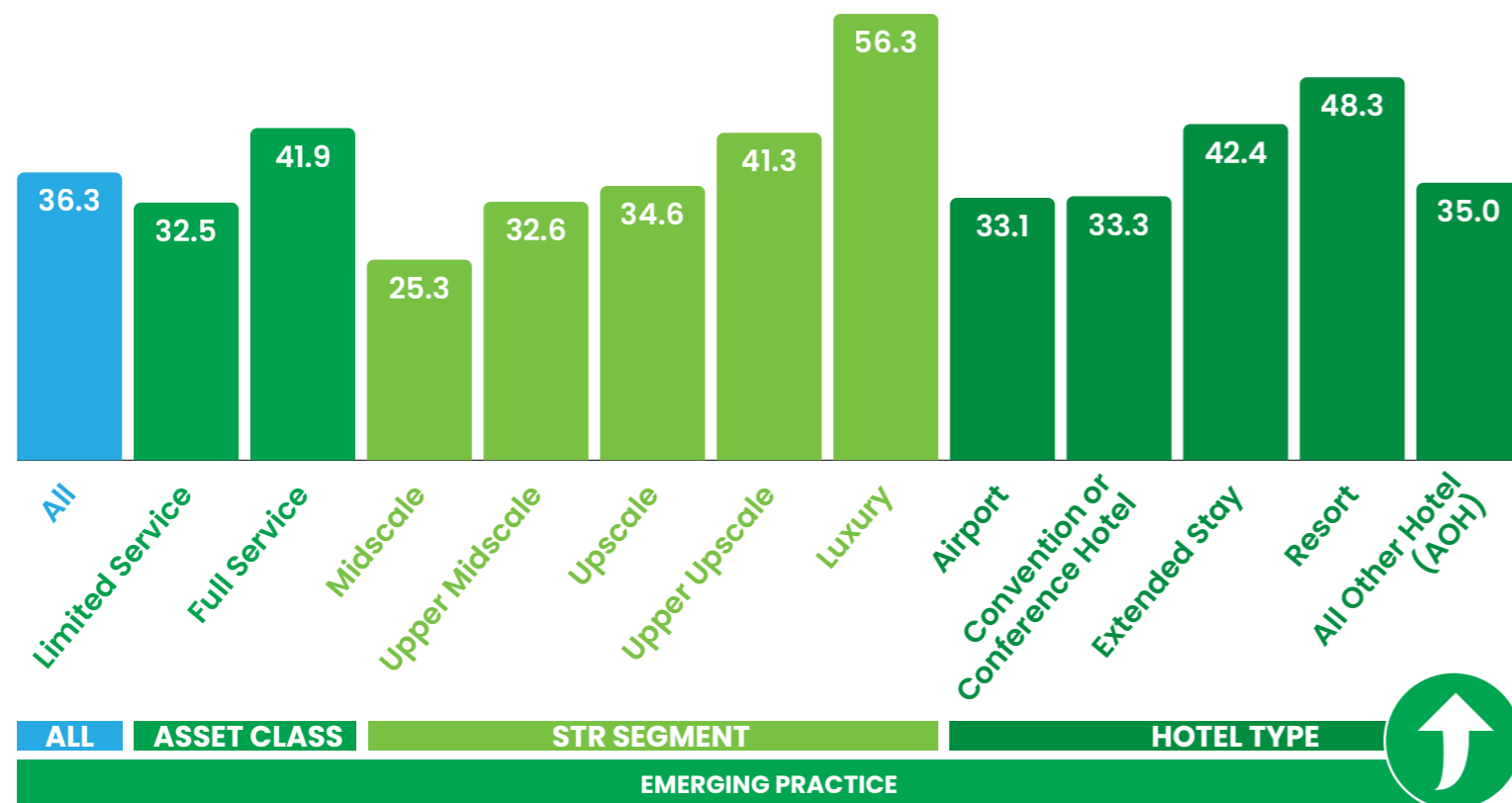
NOTE: Midscale segment is excluded from this chart due to insufficient data.

## 4.6 NATIVE PLANTS

Hotels incorporating more than 75% native plants in landscaping and decoration on the property is an emerging practice globally.

- 36.3% of all hotels integrate native plants in their landscaping and decoration.
- Full Service hotels (41.9%) are more likely than Limited Service hotels (32.5%) to incorporate native plants.
- Higher-tier segments in the STR chain scale place greater emphasis on using native plants for sustainable landscaping.
- Resort hotels (48.3%) also incorporate native plants more highly than most other hotel categories, aligning with their stronger focus on nature conservation.

■ What percentage of plants used for landscaping and decoration on the property are native to your region? (%)

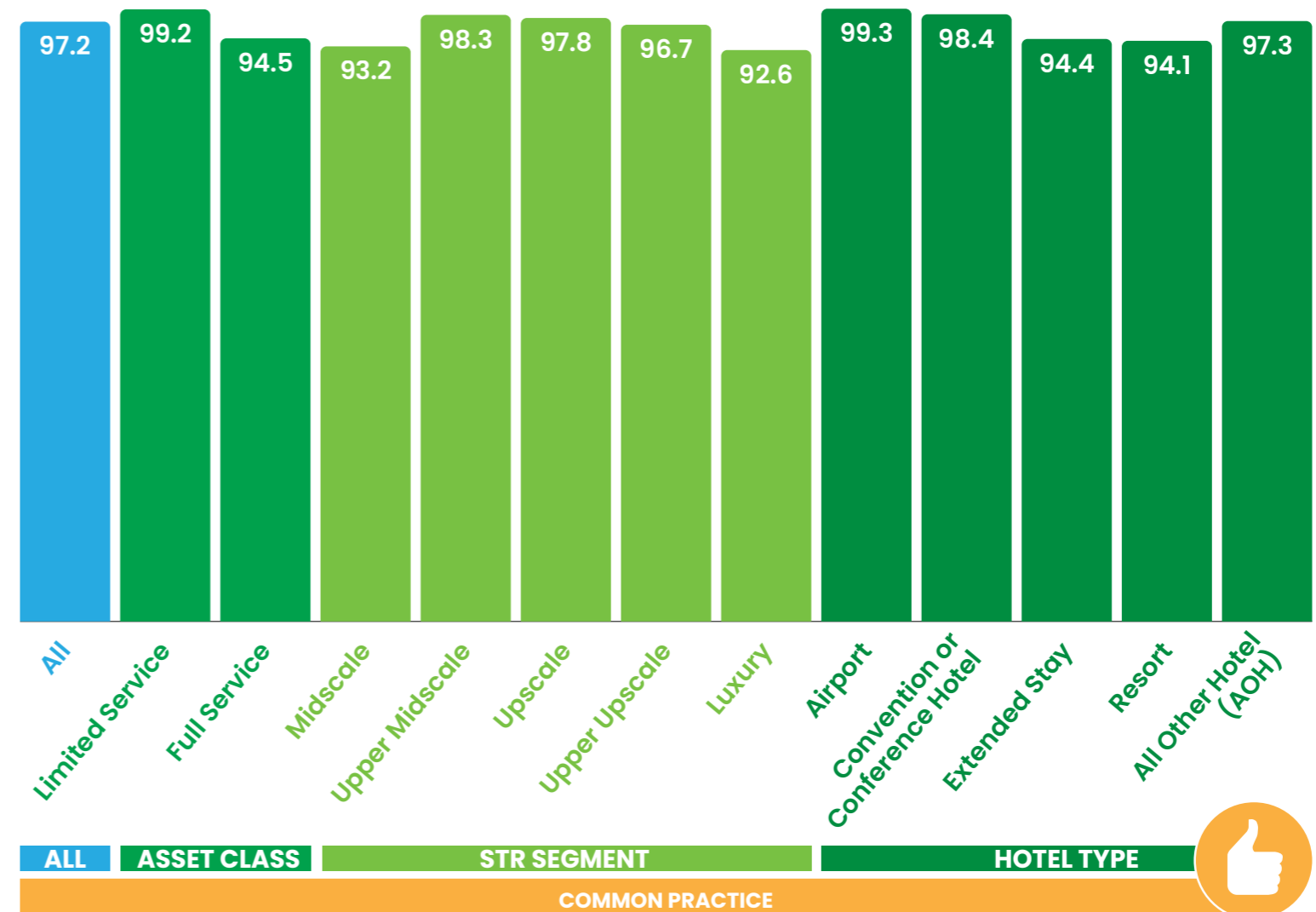


## 4.7 LOW-VOC PAINTS

Hotels using only low- or zero-VOC paints, finishes and other items for renovations or other needed paint work is a common practice globally.

- 97.2% of all hotels use low- or zero-VOC paints.
- This high prevalence is observed consistently across all hotel categories.

■ Does the property only use low- or zero-VOC paints, finishes and other items for renovations or other needed paint work? (%)



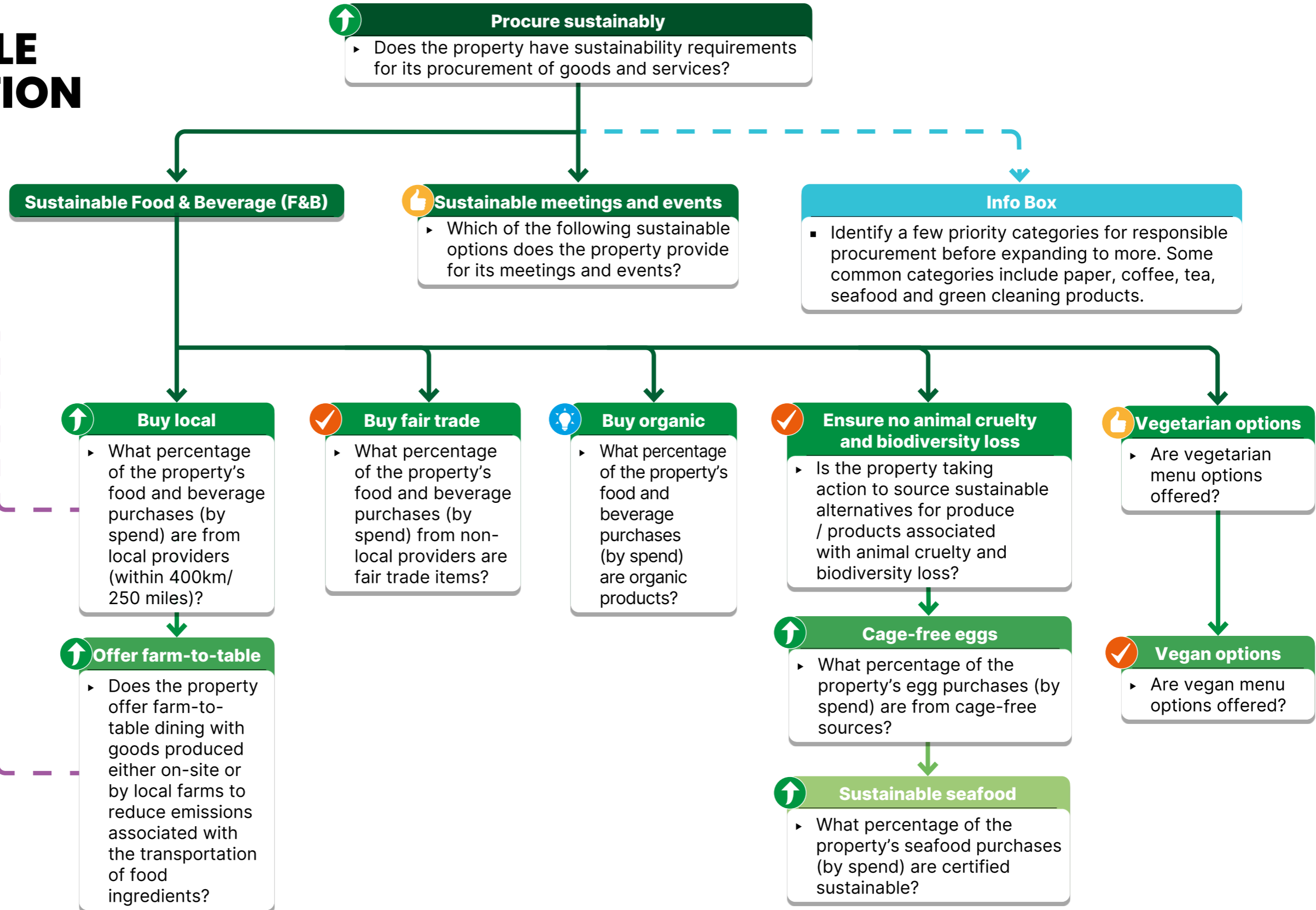


4.5

## **RESPONSIBLE CONSUMPTION**



# RESPONSIBLE CONSUMPTION



Common Practice
 Established Practice
 Emerging Practice
 Innovative Practice





## 5. RESPONSIBLE CONSUMPTION

**H**otels source a diverse array of goods and services, and there is enormous opportunity to influence sustainability within the broader supply chain. According to our data, half of all hotels have established sustainable procurement requirements. However, the level of implementation varies across product types. For example, procurement of cage-free eggs and sustainable seafood remains a developing area, practiced by only one-third of hotels. This may be due to the challenges associated with cost and availability across different markets.

This year, we saw a surge in hotels offering plant-based menu options. The percentage of hotels that offer vegetarian menu options doubled to 77.6% while those that offer vegan options more than tripled to 68.6%, compared to our 2022 data. This is in line with the global boom in plant-based foods, owing to a confluence of factors including environmental, ethical and health considerations.

As venues for meetings and events, hotels also have ample opportunities to offer sustainable options to meeting organizers. The top five most popular initiatives include event carbon offsetting, promoting green transportation and providing food options that are local, organic and plant-based.

Discover 11 best practices related to sustainable procurement in this chapter.

### COMMON PRACTICES

- 89.9% of all hotels offer sustainable meetings and events.
- About three-quarters (77.6%) of all hotels offer vegetarian menu options.

### ESTABLISHED PRACTICES

- 69.9% of all hotels reported sourcing sustainable alternatives to products associated with animal cruelty or biodiversity loss.
- 68.6% of all hotels provide vegan menu options.
- Half of all hotels allocate at least half of their F&B spend toward fair trade products.

### EMERGING PRACTICES

- About half of all hotels have sustainability requirements integrated into their procurement processes.
- 44.1% of all hotels offer farm-to-table dining.
- 38.9% of all hotels spend at least half of their F&B budget on local providers.
- Almost one-third (28.9%) of all hotels make at least half of their seafood purchases from certified sustainable sources (by spend).
- 28.3% of all hotels purchase at least half of their eggs from cage-free sources.

### INNOVATIVE PRACTICES

- Around one in five hotels purchase at least half of their F&B products from organic sources (by spend).

### Policy and Trends

- Major hotel chains in China, such as InterContinental Hotels Group (IHG) Greater China, Dossen Hotel Group, and Orange Hotels, have made ambitious commitments to shift their menus towards more plant-based options. Notably, Orange Hotels by Huazhu Group plans to convert 70% of its menu offerings to plant-based choices by 2025 across over 750 locations.
- There have been legislative developments in several U.S. states on farm animal welfare standards. From 2025 onwards, all eggs produced and sold in Arizona, Michigan and Colorado must come from cage-free hens. Similar laws are already in place in California and Massachusetts.





### CASALE PANAYIOTIS CYPRUS

The hotel uses locally sourced and organic produce, with seasonal fruits and vegetables coming directly from its own orchards. A state-of-the-art composter reduces organic waste by 70%, turning it into fertilizer for the hotel's orchards and gardens, effectively closing the waste loop and promoting a circular economy.

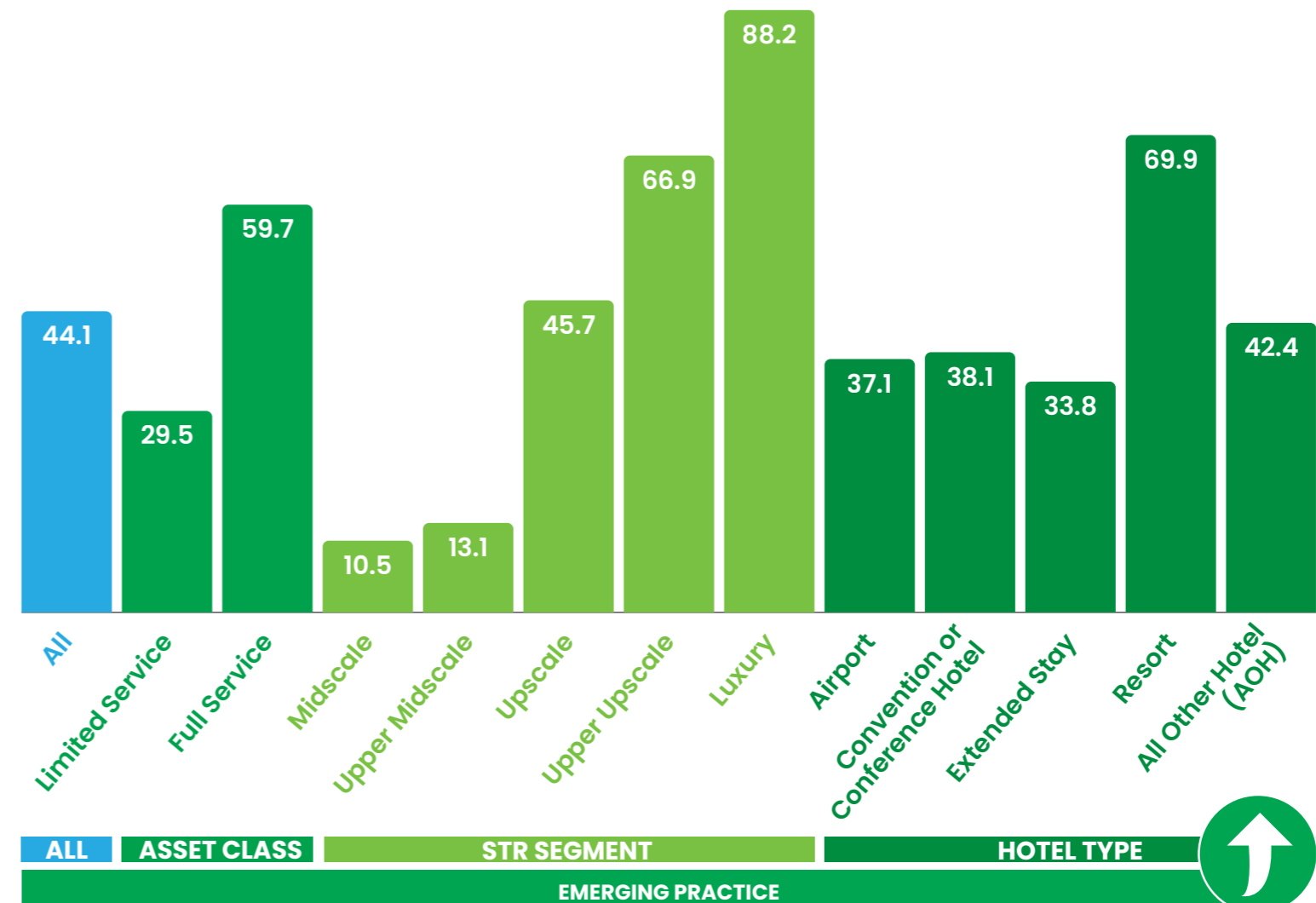
# HOTEL HIGHLIGHTS

## 5.1 FARM-TO-TABLE DINING

Hotels offering farm-to-table dining with goods produced either on-site or by local farms to reduce emissions associated with the transportation of food ingredients is an emerging practice globally.

- 44.1% of all hotels offer farm-to-table dining, though this practice varies widely across hotel categories.
- Luxury and Resort hotels show the highest rates of offering farm-to-table dining, at 88.2% and 69.9% respectively.
- Lower-tier segments on the STR chain scale demonstrate lower adoption, likely due to cost considerations and prioritizing essential amenities over specialized dining offerings.

■ Does the property offer farm-to-table dining with goods produced either on-site or by local farms to reduce emissions associated with the transportation of food ingredients? (%)

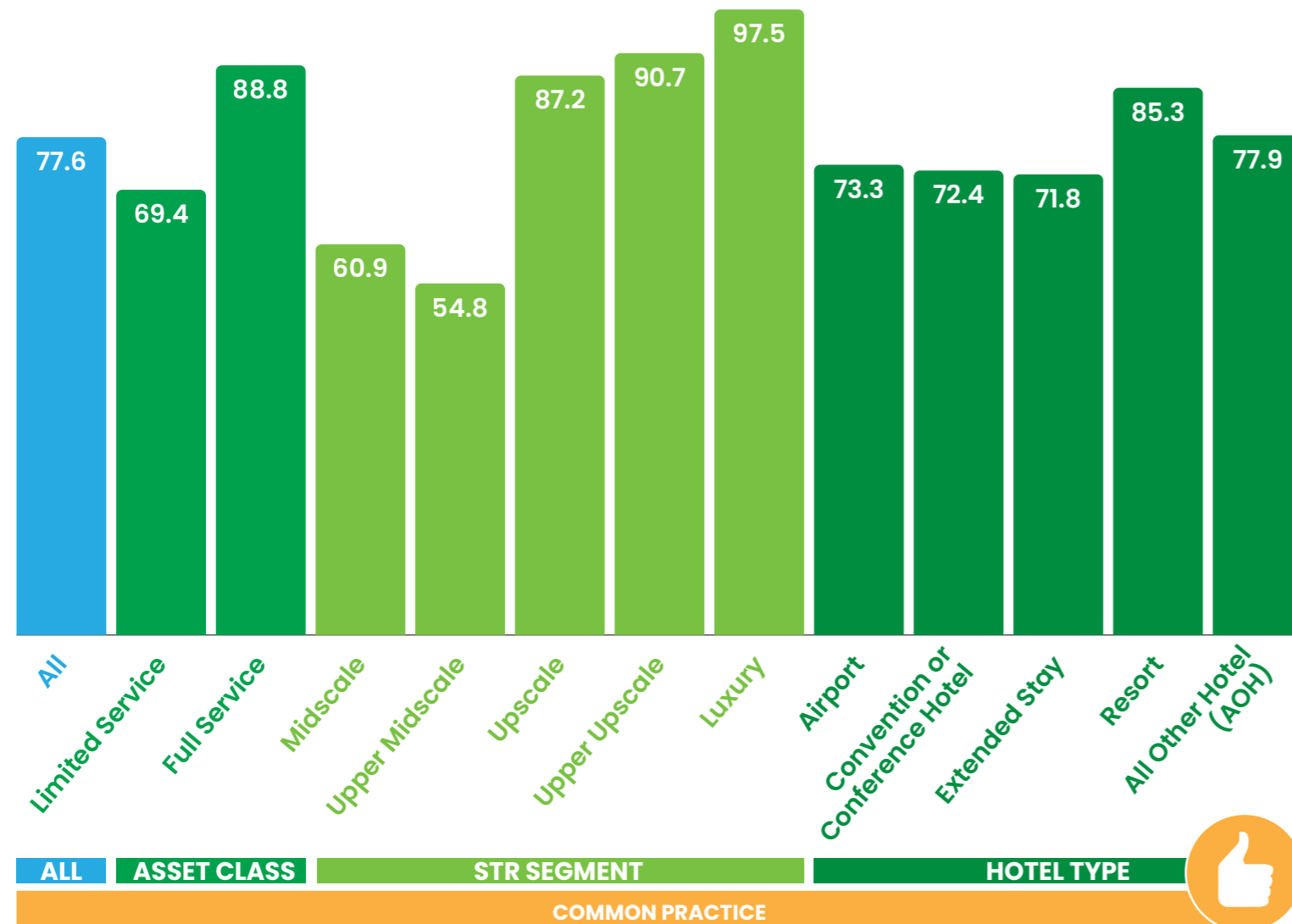


## 5.2 VEGETARIAN OPTIONS

Hotels offering vegetarian menu options is a common practice globally.

- 77.6% of all hotels offer vegetarian menu options.
- Luxury and Upper Upscale hotels lead in offering vegetarian menu options, with 97.5% and 90.7% participation respectively, reflecting alignment with guest expectations and sustainability efforts.
- Midscale and Upper Midscale Hotels show the lowest adoption, with 60.9% and 54.8%, indicating significant room for improvement.

Are vegetarian menu options offered? (%)

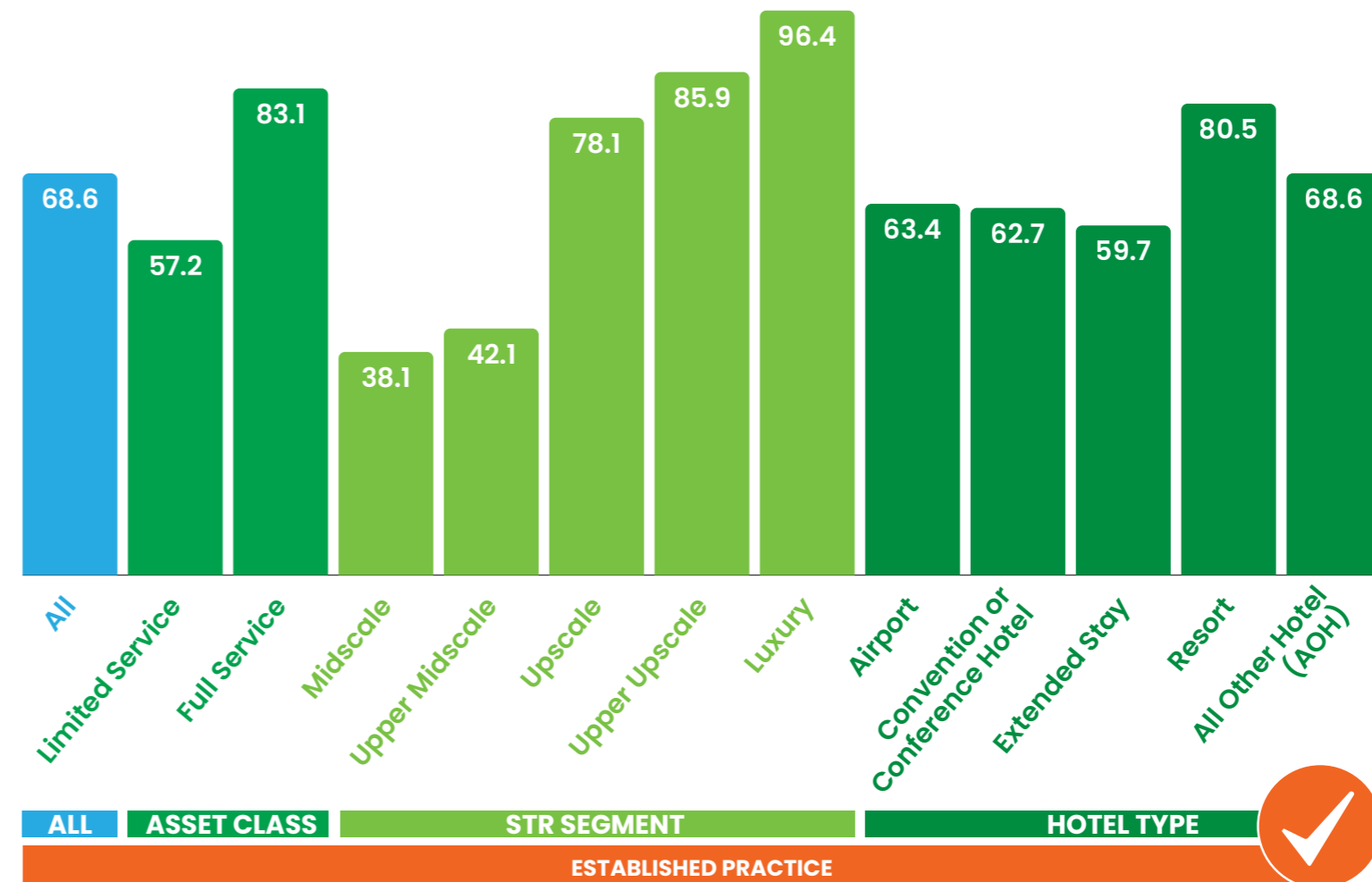


## 5.3 VEGAN OPTIONS

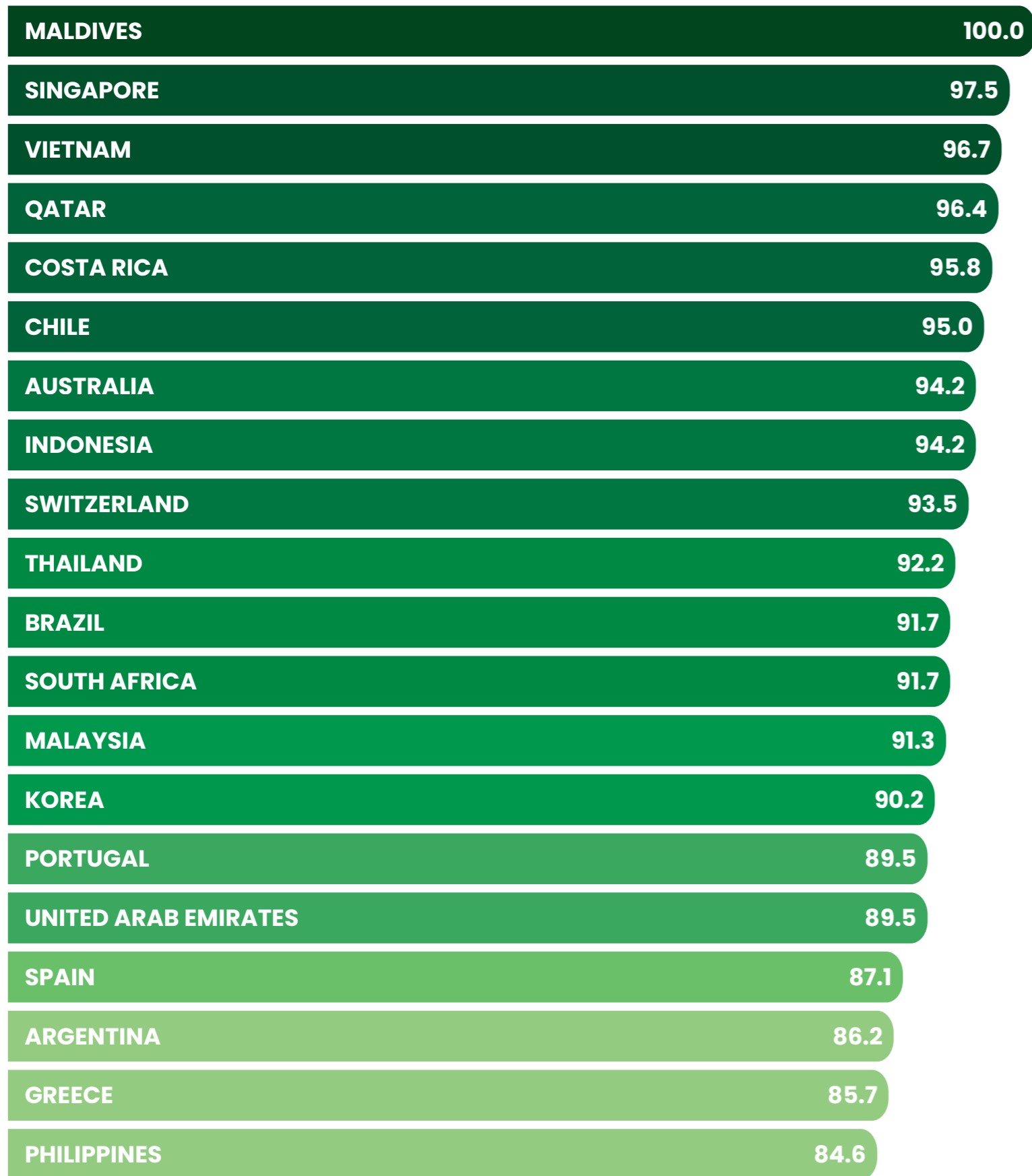
Hotels offering vegan menu options is an established practice globally.

- 68.6% of all hotels provide vegan menu options.
- Similar to vegetarian menu options, Luxury and Upper Upscale hotels lead in offering vegan menu options, with 96.4% and 85.9% adoption.
- Lower-tier segments in the STR chain scale trail behind in offering vegan menu options, with only two in five hotels doing so.
- Resort hotels, with 80.5% adoption rate, are among the best performers.
- The top three countries offering vegan menu options include the Maldives (100.0%), Singapore (97.5%) and Vietnam (96.7%).

Are vegan menu options offered? (%)



### Country Ranking - Vegan Menu (%)

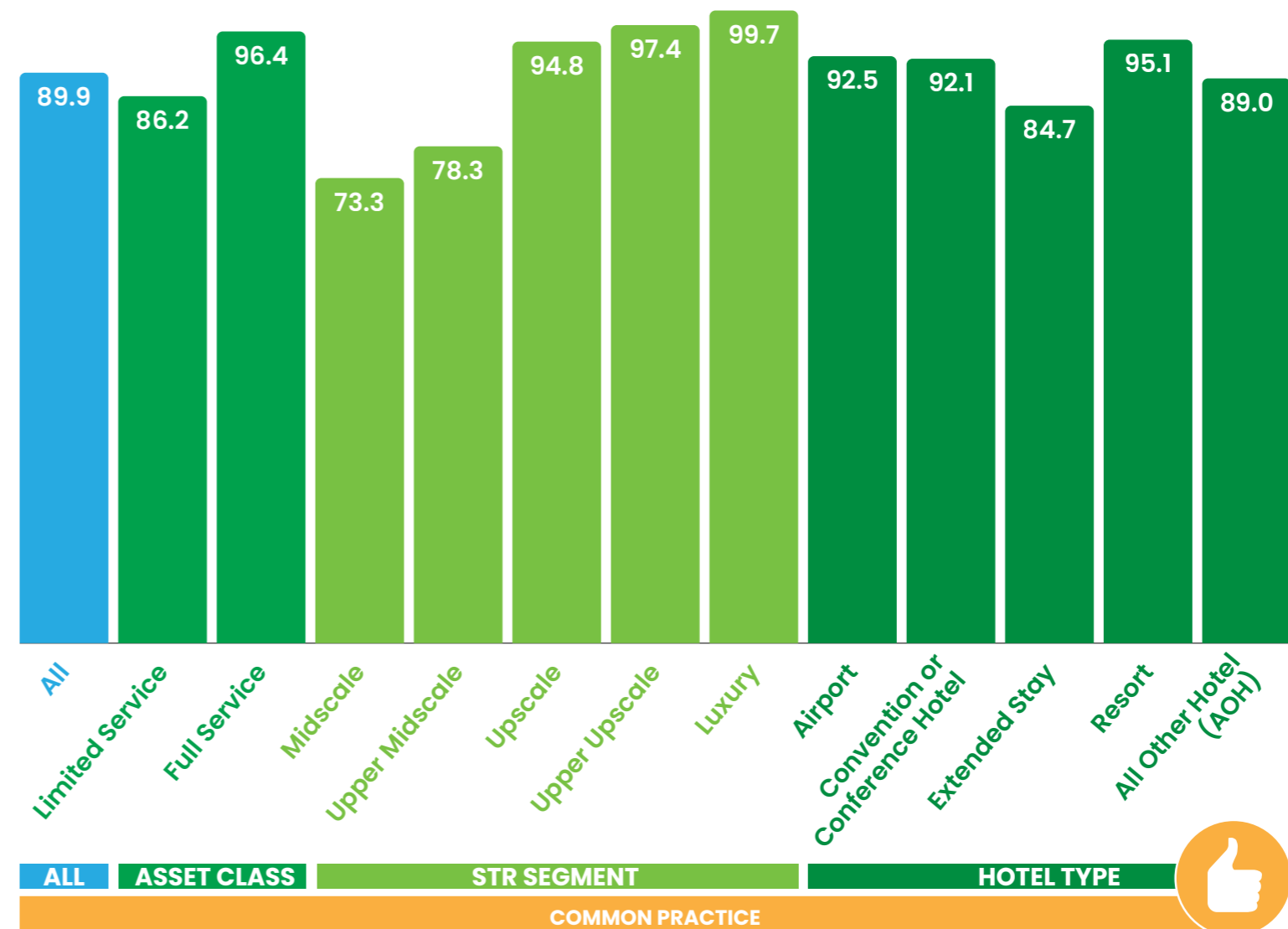


### 5.4 SUSTAINABLE MEETINGS

Hotels offering sustainable options for meetings and events is a common practice globally.

- 89.9% of all hotels offer sustainable meetings and events.
- Full Service hotels (96.4%) exhibit excellent engagement, while Limited Service hotels (86.2%) are close to the average but still have room for improvement.
- Luxury, Upper Upscale, and Upscale hotels lead the way, with adoption rates of 99.7%, 97.4%, and 94.8%, respectively, demonstrating a strong commitment to sustainable meetings and events.
- Midscale and Upper Midscale hotels trail behind, with adoption rates of 73.3% and 78.3%, indicating potential for improvement. This may be attributed to the lower prevalence of meetings and events being held at such hotels.

Which of the following sustainable options does the property provide for its meetings and events? (%)

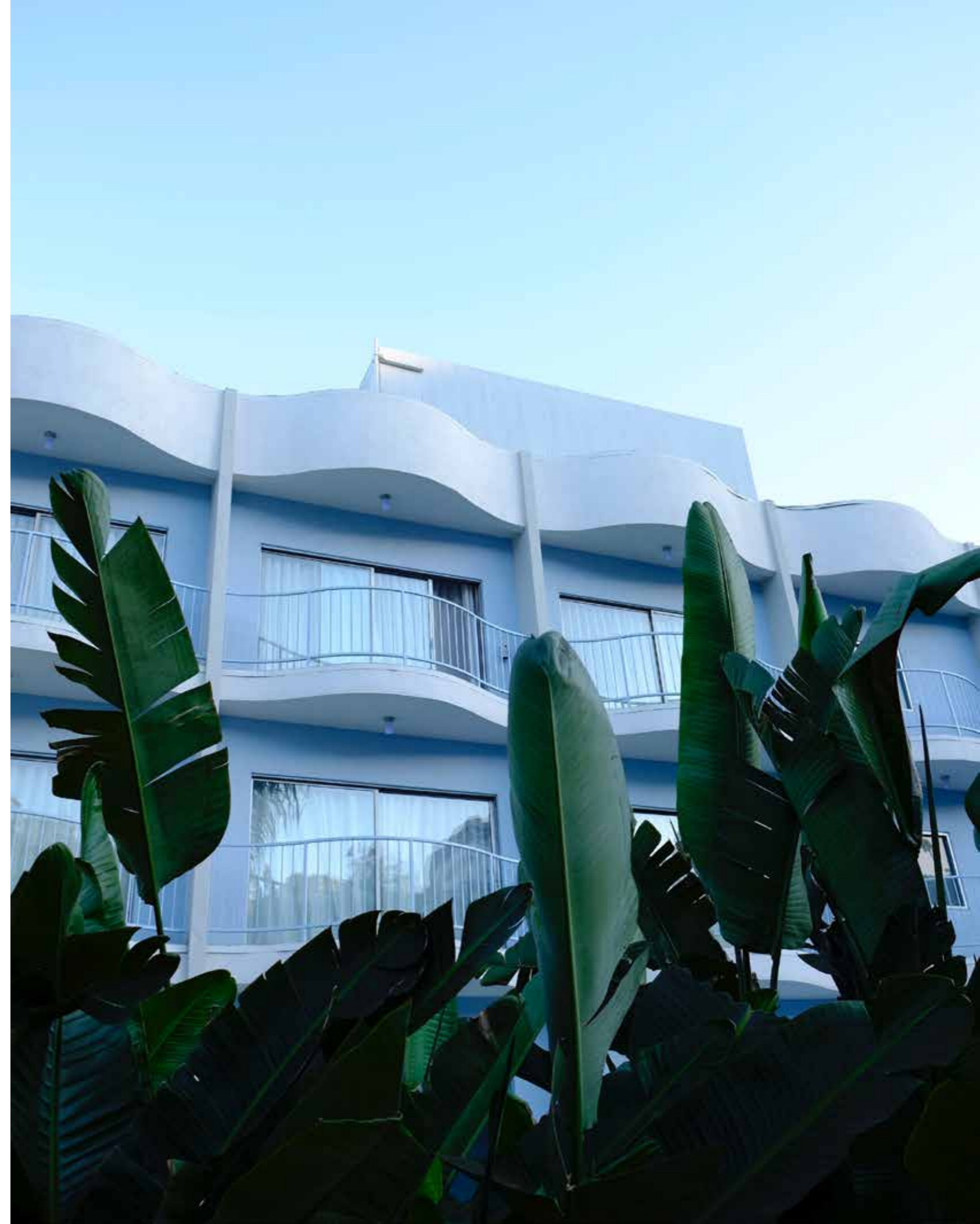
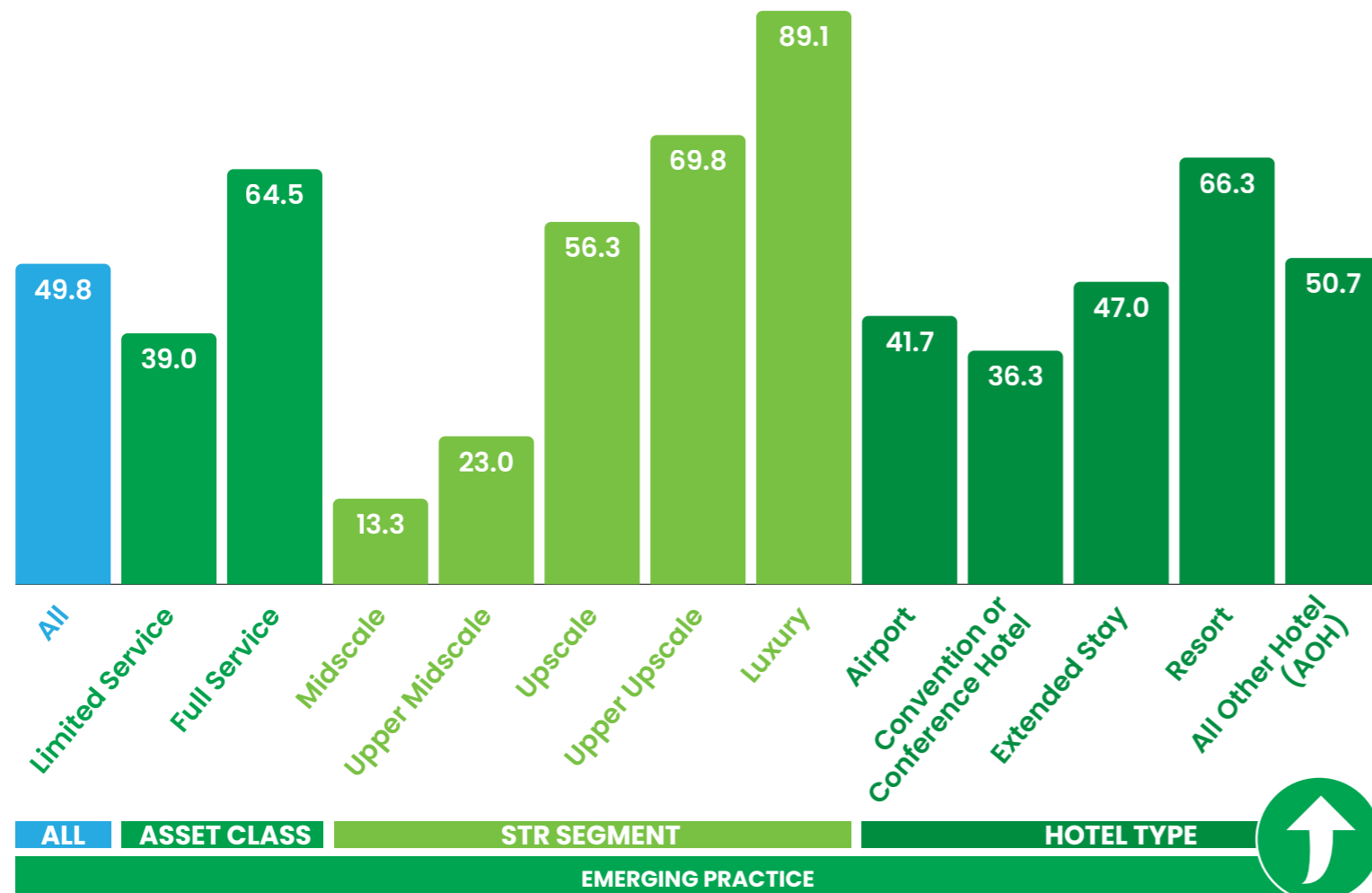


## 5.5 SUSTAINABLE PROCUREMENT

Hotels having sustainability requirements for their procurement of goods and services is an emerging practice globally.

- About half (49.8%) of all hotels have sustainability requirements integrated into their procurement processes.
- A large variance is observed across the STR chain scale. Luxury and Upper Upscale hotels lead the industry in sustainable procurement practices, with 89.1% and 69.8% adoption, respectively. This may be due to higher customer expectations for ethical and sustainable practices. Prioritizing sustainability in their procurement practices helps hotel to uphold their reputation and distinguish their brand.
- Upper Midscale and Midscale hotels show some of the lowest adoption rates, at 23.0% and 13.3%, respectively.

■ Does the property have sustainability requirements for its procurement of goods and services? (%)

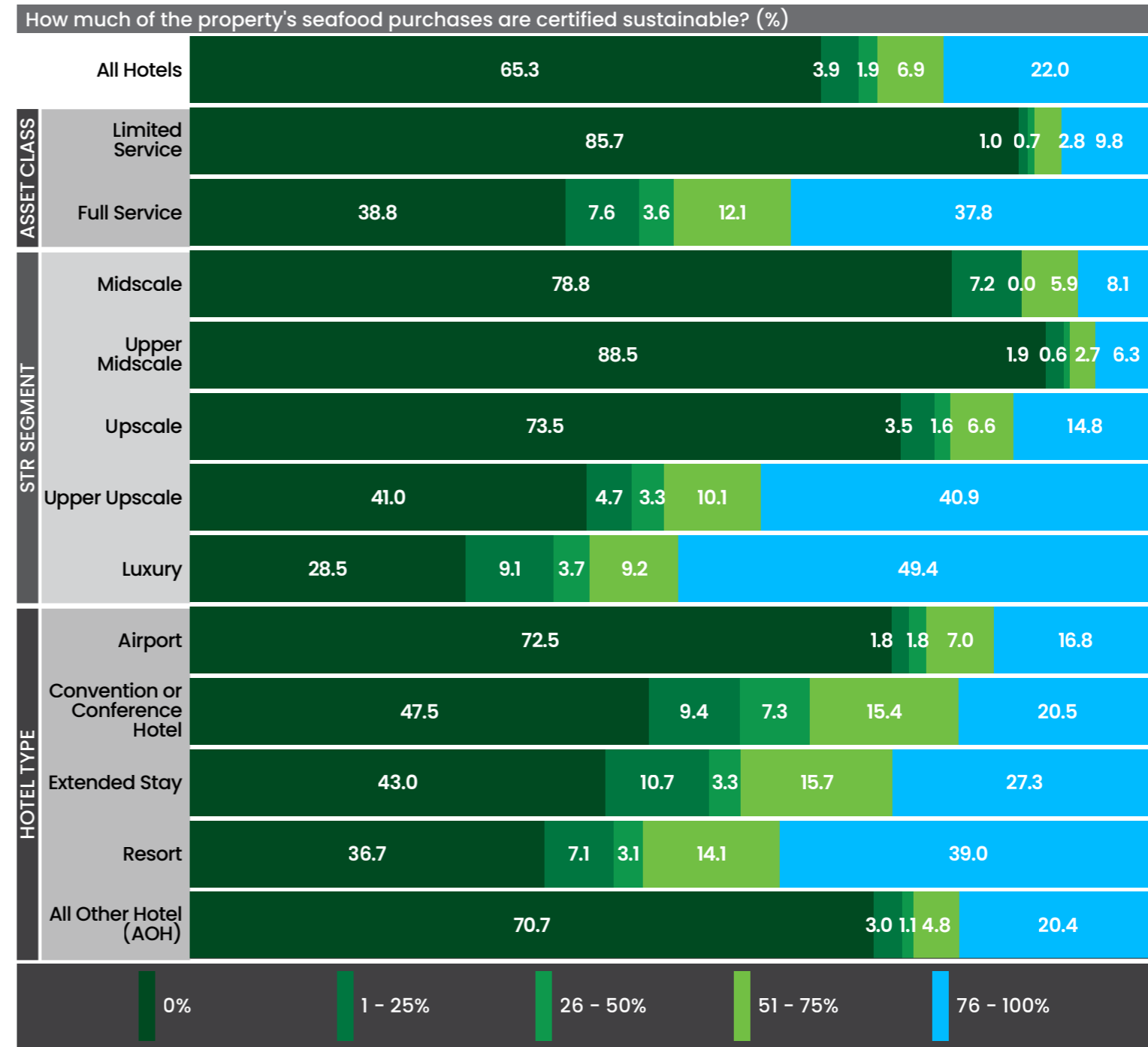
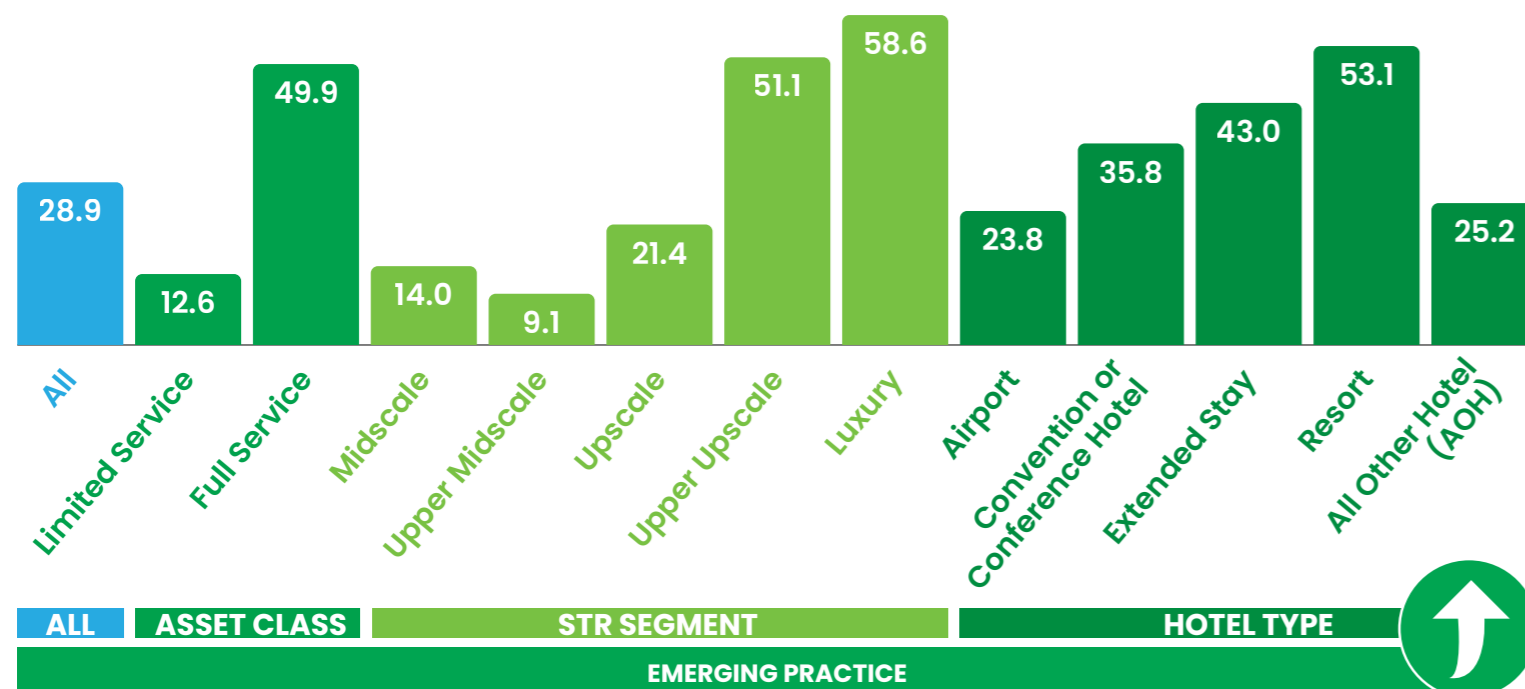


## 5.6 SUSTAINABLE SEAFOOD

Hotels allocating at least half of their seafood spending on certified sustainable items is an emerging practice globally.

- Almost one-third (28.9%) of all hotels purchase at least half of their seafood from certified sustainable sources (by spend).
- Sustainable seafood spending ranges widely across the different hotel categories.
- Overall, 22.0% of all hotels allocated more than 75% of their seafood budget to certified sustainable options.
- Luxury and Resort hotels are the leaders in sustainable seafood procurement, with significant portions of their budgets dedicated to certified sustainable seafood.
- However, there is also a significant pool of hotels (65.3%) that have yet to start procuring any certified sustainable seafood, indicating a large gap in sustainable procurement practices. These hotels are typically Limited Service hotels and hotels in the lower tiers of STR chain scale, who may be deterred due to cost considerations.

■ Are at least half of the property's seafood purchases certified sustainable? (%)

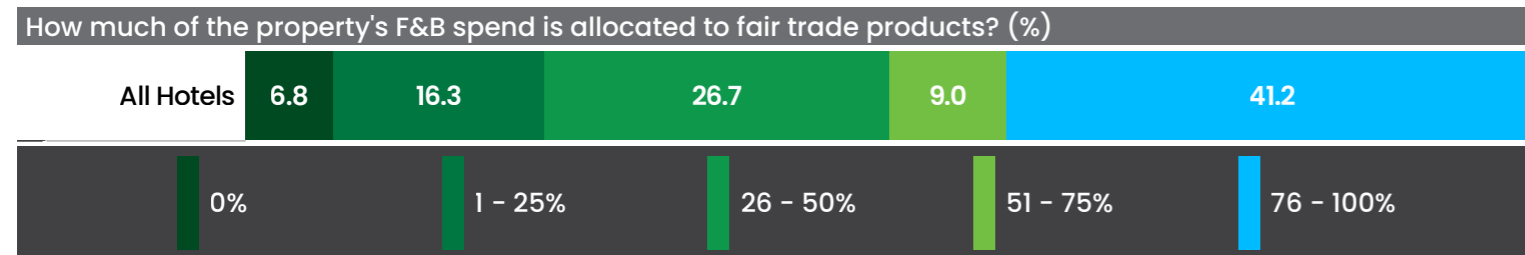
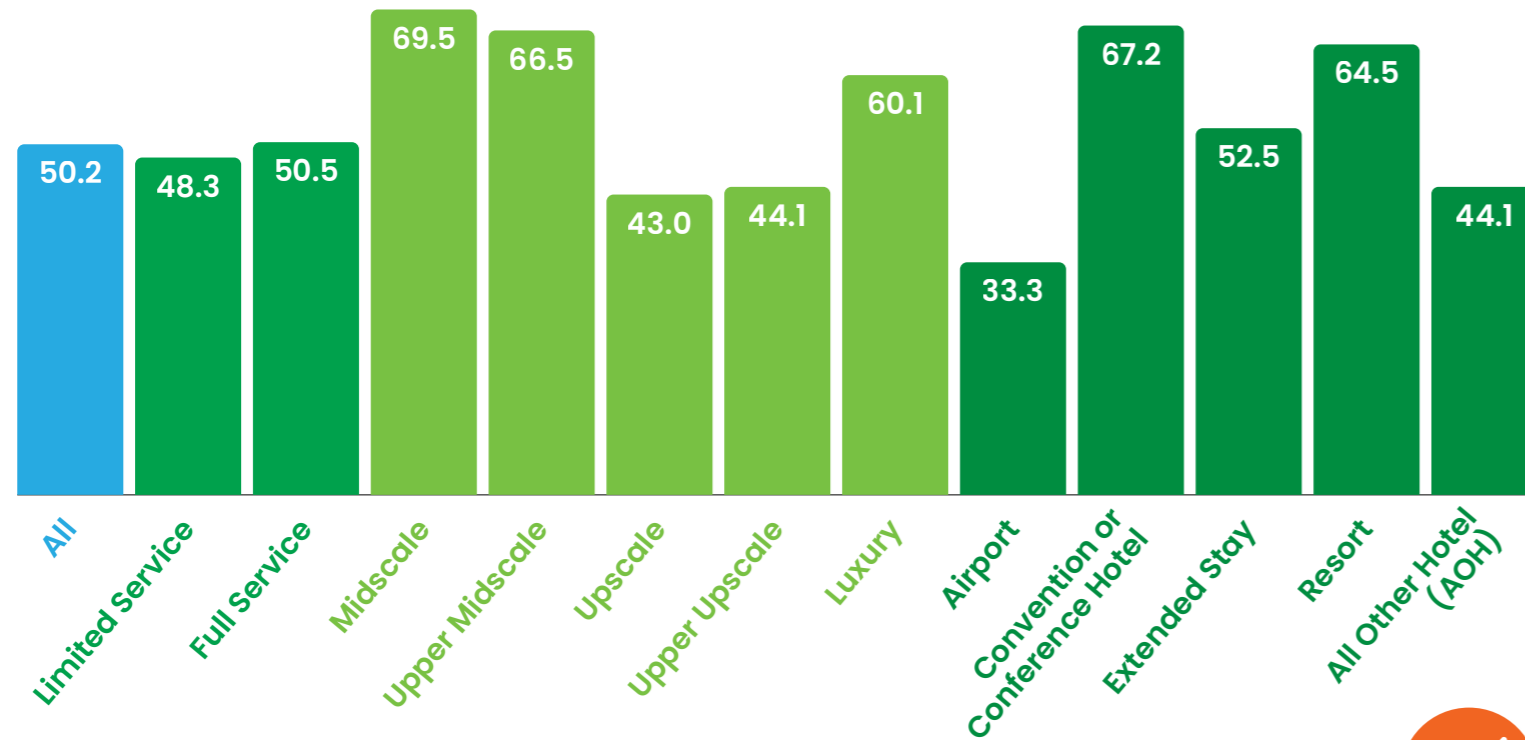


## 5.7 FAIR TRADE FOOD & BEVERAGE

Hotels allocating at least half of their Food and Beverage (F&B) spend on fair trade items is an established practice globally.

- About half (50.2%) of all hotels allocate at least half of their F&B spend toward fair trade products.
- Across all hotels, 41.2% allocate more than 75% of their F&B budget to fair trade products.
- However, a small percentage (6.8%) do not procure any fair trade F&B items.
- This suggests moderate adoption across the industry, with significant room for growth in certain segments.

■ Does the property allocate at least half of their F&B spend on fair trade products? (%)

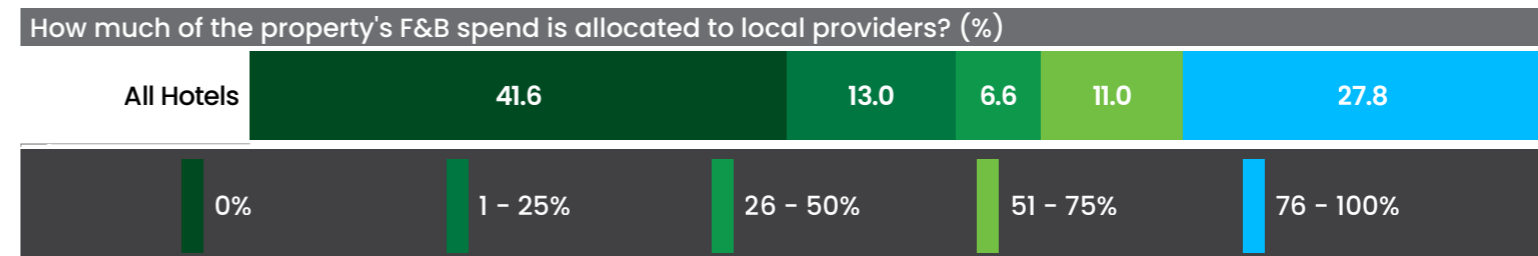
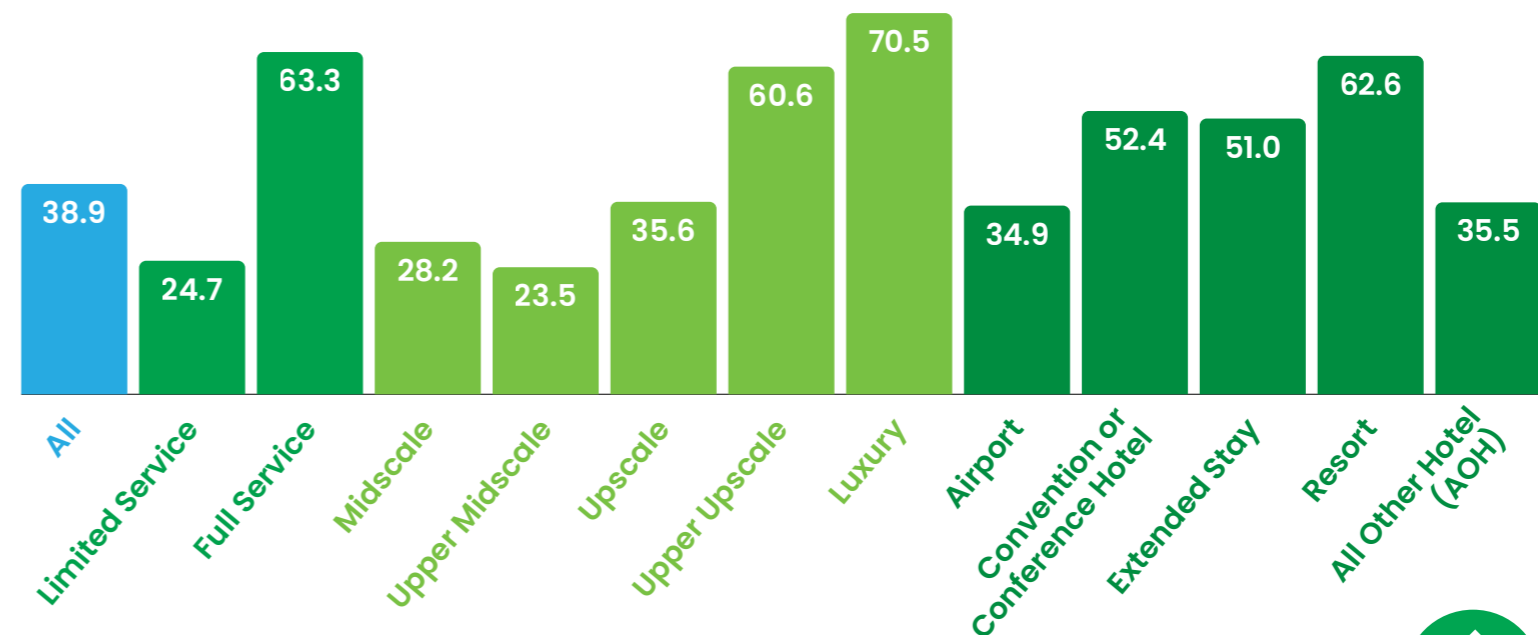


## 5.8 LOCAL FOOD & BEVERAGE

Hotels allocating at least half of their F&B spend on local providers (within 400km/250 miles) is an emerging practice globally.

- About two in five hotels spend at least half of their F&B budget on local providers.
- Luxury hotels demonstrate the highest commitment to offering locally sourced F&B, with 70.5% of hotels allocating at least half of their F&B spend on local providers.
- Full Service hotels (63.3%) are 2.5 times more likely than Limited Service hotels (24.7%) to source local F&B.
- Across all segments, while there are advanced hotels (27.8%) which allocate more than 75% of their F&B budget to local providers, there is also a significant pool of hotels (41.6%) that do not purchase any F&B items from local providers, indicating a large opportunity for improvement.

■ Does the property allocate at least half of their F&B spend on local providers? (%)





**FOUR SEASONS RESORT  
HUALALAI**  
HAWAII, UNITED STATES

Approximately 75% of the produce served at the resort is locally sourced, with 60% being organic. On-site gardens grow vegetables and herbs such as kale, lime, Japanese eggplant, and rosemary. Fruit trees, including starfruit, mango, calamansi, and breadfruit, also flourish on the property, with the harvest featured in the resort's food and beverage offerings.

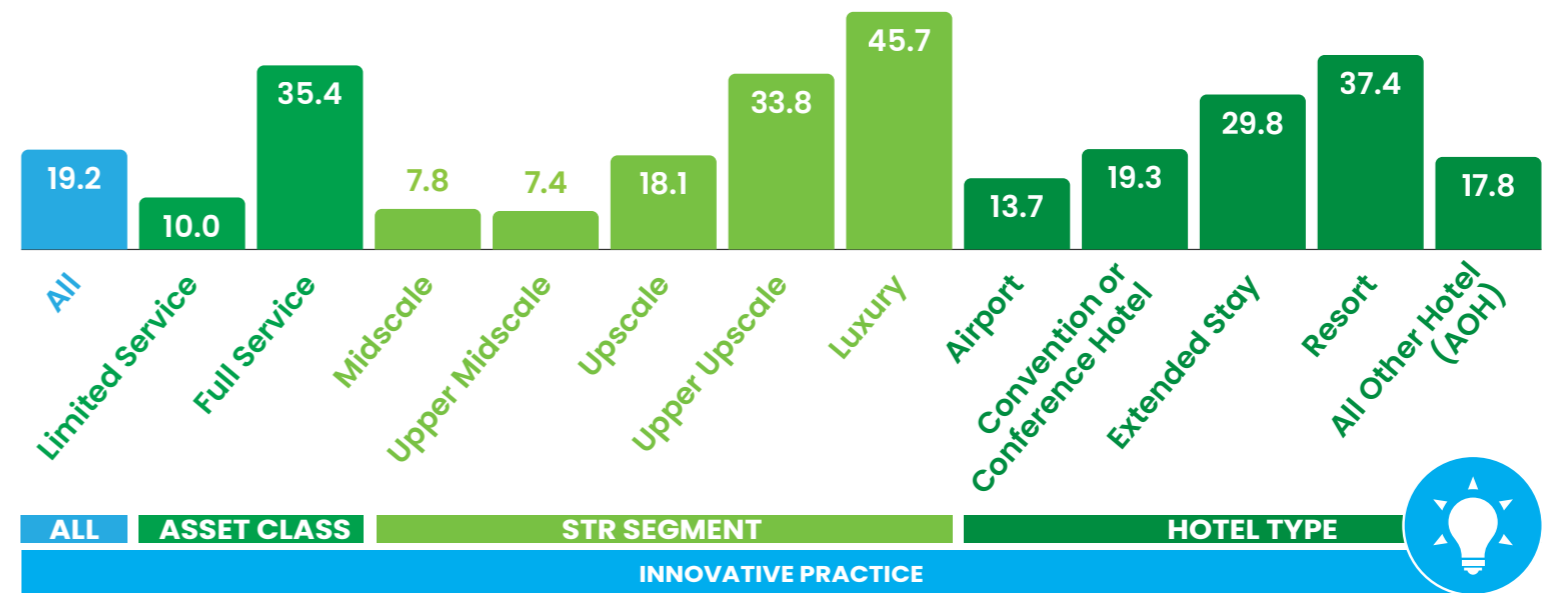
# HOTEL HIGHLIGHTS

## 5.9 ORGANIC FOOD & BEVERAGE

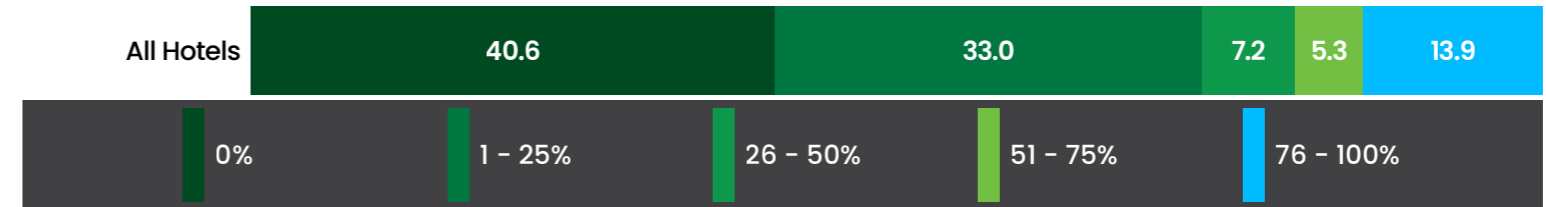
Hotels allocating at least half of their F&B spend on organic products is an innovative practice globally.

- Only one in five hotels purchase at least half of their F&B products from organic sources (by spend).
- Full Service hotels (35.4%) are three times more likely than Limited Service hotels (10.0%) to source organic F&B products.
- 40.6% of properties report zero spending on organic F&B items, revealing that a significant portion of hotels have yet to turn their attention to organic F&B products.
- One in three hotels say that they spend less than a quarter of their F&B budget on organic products, which represents that some are taking initial steps toward this best practice.

Does the property allocate at least half of their F&B spend on organic products? (%)



How much of the property's F&B spend is allocated to organic products? (%)





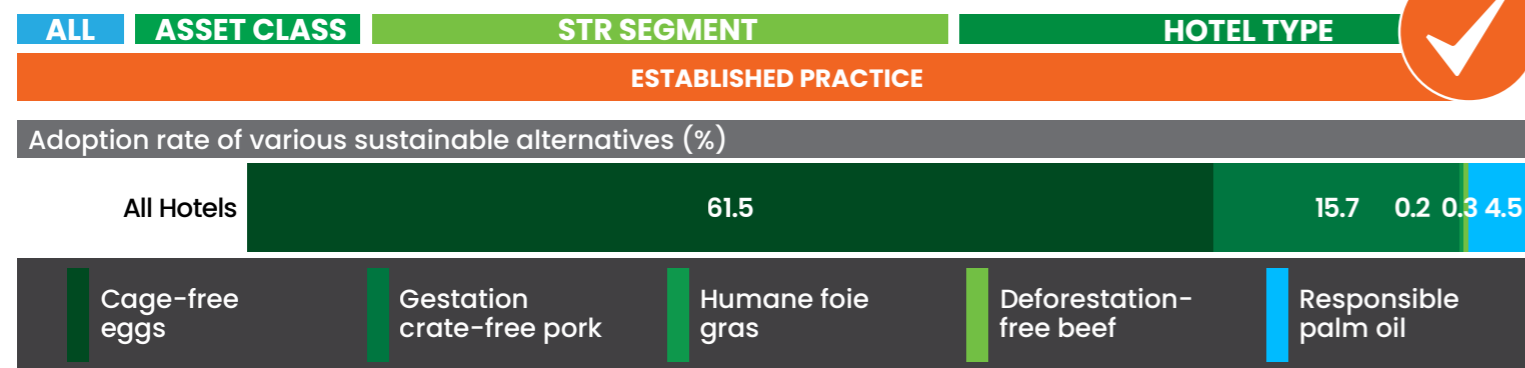
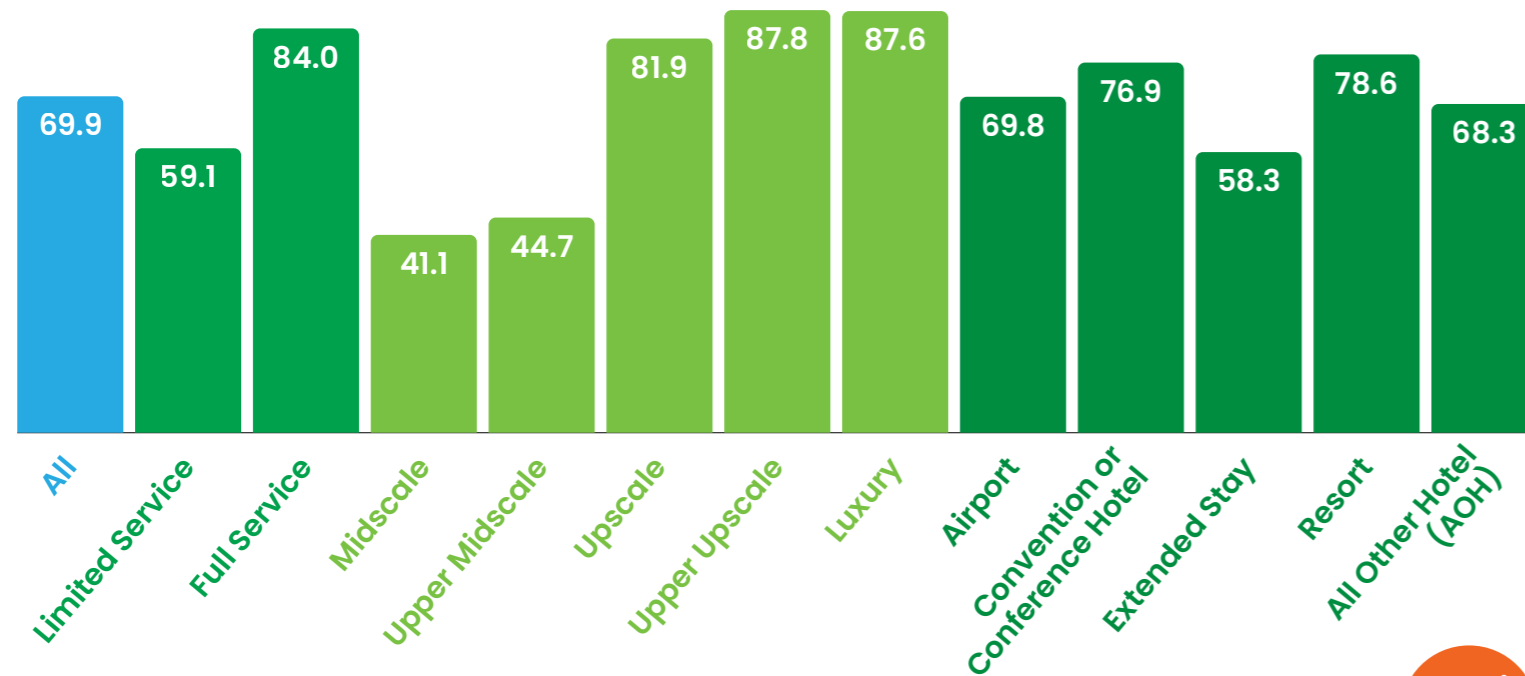
## 5.10 SUPPORTING SUSTAINABLE ALTERNATIVES

Hotels taking action to source sustainable alternatives to F&B produce or products associated with animal cruelty and biodiversity loss is an established practice.

- Over two-thirds (69.9%) of all hotels report sourcing sustainable alternatives to products associated with animal cruelty or biodiversity loss.
- Sourcing of cage-free eggs is most widely adopted (61.5%), particularly in Upscale and Luxury hotels.
- This is followed by sourcing of gestation crate-free pork (15.7%) and products which use responsible palm oil (4.5%).

- Sourcing of deforestation-free beef and humane foie gras are still innovative practices with less than 1% adoption rate across all hotels.
- Hotels in premium segments such as Luxury, Upper Upscale, and Upscale are leading in replacing products associated with biodiversity loss and animal cruelty.
- Limited service and midscale hotels face challenges in this area, likely due to cost constraints or lower guest demand.

Adoption rate of sustainable alternatives for produce/products associated with animal cruelty and biodiversity loss (%)

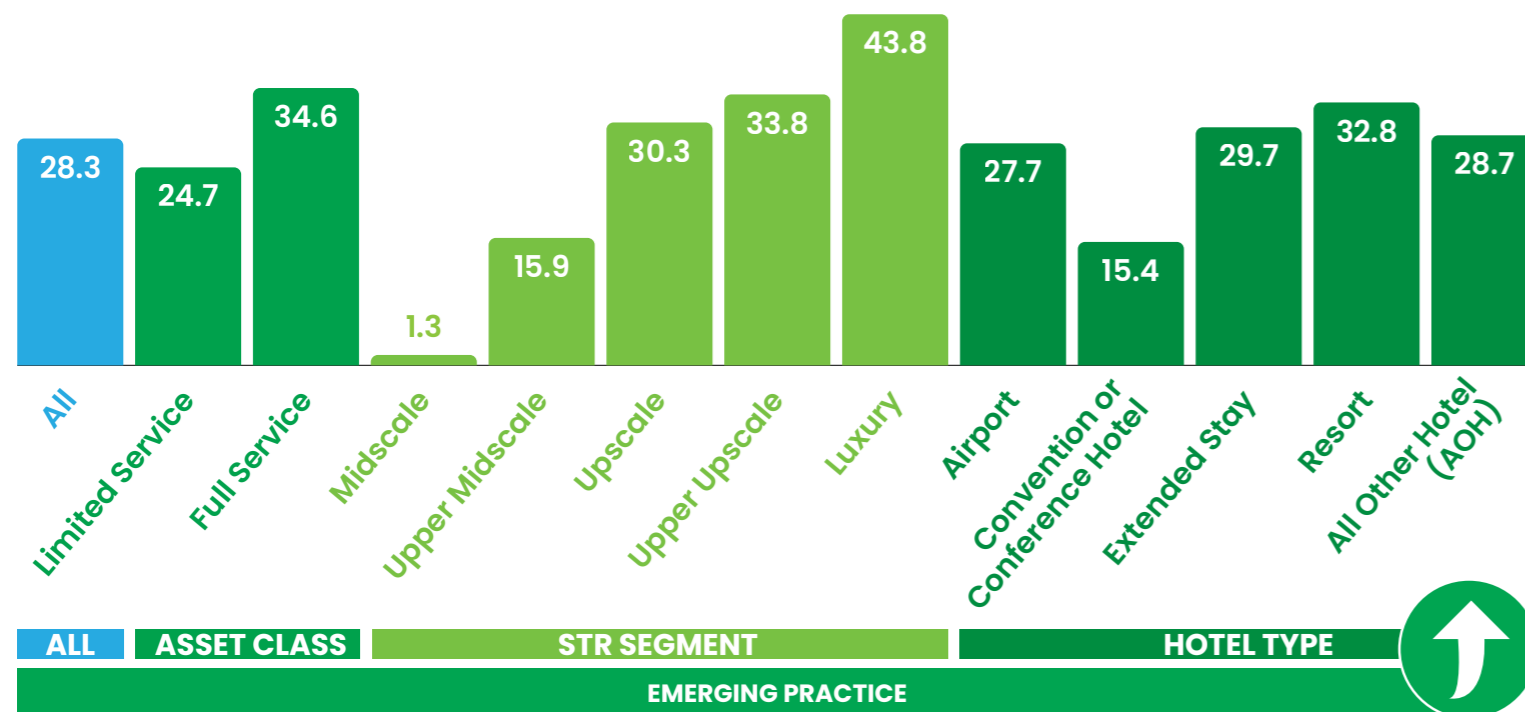


## 5.11 CAGE-FREE EGGS

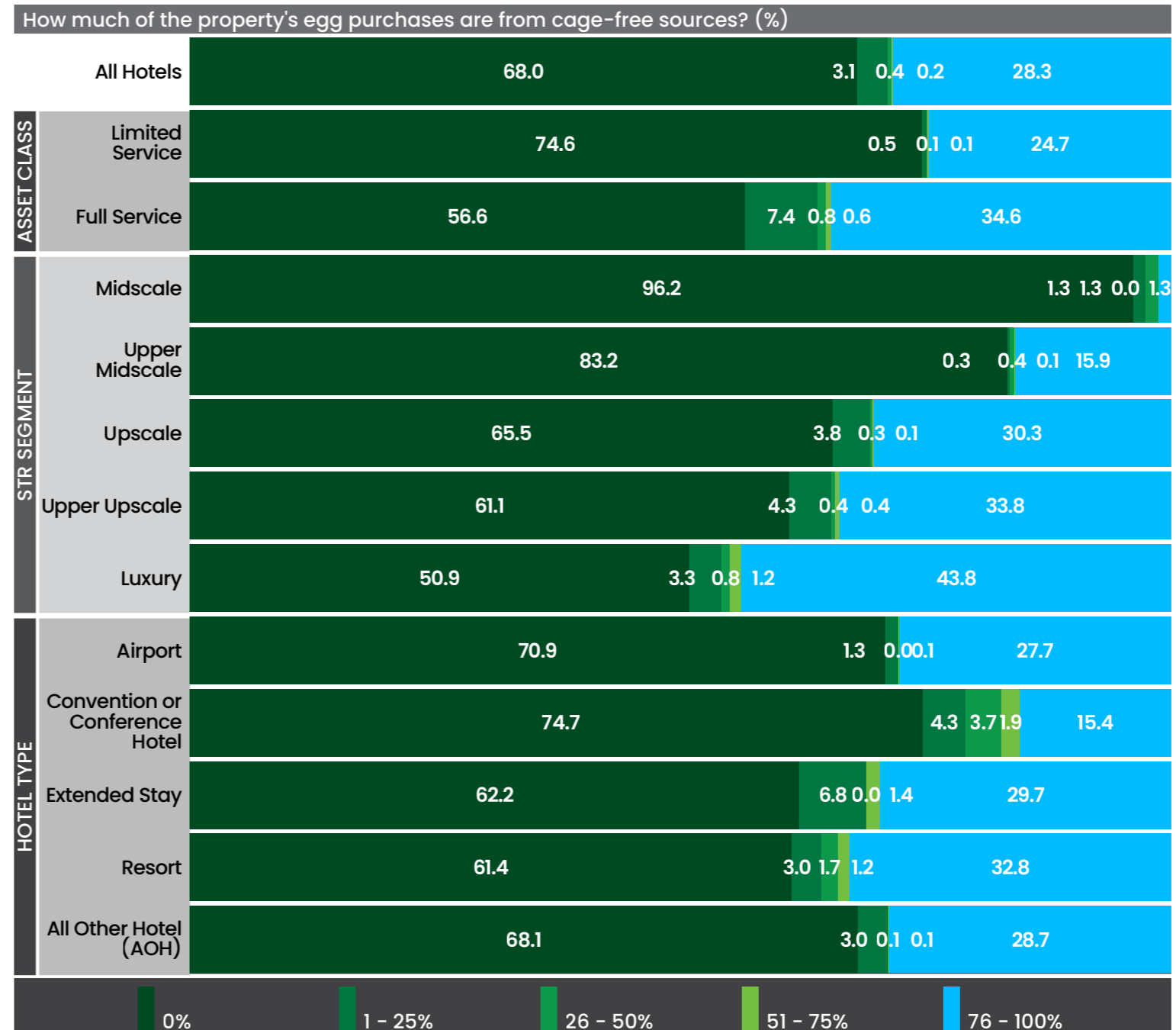
Hotels allocating at least half of egg purchases (by spend) to cage-free sources is an emerging practice.

- 28.3% of all hotels purchase at least half of their eggs from cage-free sources.
- Luxury (43.8%) and Resort (32.8%) hotels are leading the adoption of cage-free eggs, likely driven by guest expectations and brand positioning.

■ Does the property purchase at least half their eggs from cage-free sources? (%)



- Hotels in lower tiers of the STR chain scale tend to have lower adoption rates. Only 1.3% of Midscale hotels indicate that at least half of their eggs are from cage-free sources. Cost and availability are likely to be common challenges faced by hotels in sourcing for cage-free options.



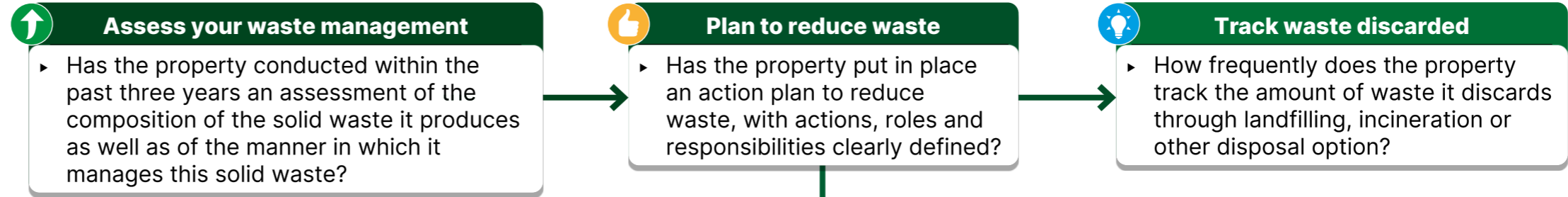


## 4.6 **WASTE MANAGEMENT**



# WASTE MANAGEMENT

## Waste & Recycling



### Recycling & Donation

### Food Waste

### Supplier Engagement

#### Info Box

There are many ways to divert waste from landfills - refuse unnecessary items, rethink consumption habits, reuse materials whenever possible, recycle properly, repurpose items creatively, compost organic waste, and donate usable goods to extend their life.

#### Implement a recycling program (front-of-house)

Does the property operate an effective recycling program that is able to collect the majority of recyclable items produced in guestrooms and front-of-house areas?

#### Implement a recycling program (back-of-house)

Does the property operate an effective recycling program that is able to collect the majority of recyclable items produced in back-of-house areas?

#### Track recyclables collected

How frequently does the property track the amount of recyclables?

#### Donate leftover bathroom amenities

Does the property donate leftover usable bathroom amenities (e.g. bars of soap, individual shampoos, etc.)?

#### Divert food waste

Does the property divert its food waste?

#### Track food waste

What percentage of the property's food waste is diverted away from landfilling, incineration or other disposal options?

#### Minimize waste at supplier-level

Does the property work with suppliers to minimize waste? Please select all that apply.

Corpo Santo Lisbon Historical Hotel page 69



NH Collection Eurobuilding page 67



Common Practice
 Established Practice
 Emerging Practice
 Innovative Practice





# WASTE MANAGEMENT



Eaton HK page 73

## Single-Use Plastic

### ✓ Eliminate single-use plastic bottles

- ▶ What alternatives have the property implemented to eliminate single-use plastic water bottles?

### 👍 Eliminate mini plastic toiletry bottles

- ▶ Has the property replaced plastic mini toiletry bottles with refillable amenity dispensers for shampoo, conditioner, soap and lotion?

### 👍 Eliminate in-room garbage bags

- ▶ Has the property eliminated garbage bags for in-room bins and introduced new cleaning procedures (e.g. emptying and sanitizing the bin)?

### ✓ Eliminate single-use plastics

- ▶ Which of the following single-use items made of plastic are not provided by your property?

### ↑ Zero single-use plastics

- ▶ Has the property eliminated guest-facing single-use plastics?



Staypineapple page 75

Common Practice
 Established Practice
 Emerging Practice
 Innovative Practice



## 6. WASTE MANAGEMENT

### WASTE AND RECYCLING

**R**educing waste is beneficial for both the environment and hotels' bottom line. Our data shows that it has become a common practice for hotels to have a waste action plan. However, only about one-third of hotels conduct waste audits, which are crucial for understanding the types of waste generated and their disposal paths. Implementing waste audits could help hotels develop more targeted and effective waste management strategies.

Single-use plastics (SUP) are a major contributor to hotel waste and have become a hot-button issue in recent years as they contribute to environmental pollution and persist in ecosystems as microplastics. The production of SUPs uses significant fossil fuels, water, and energy, contributing to carbon emissions that exacerbate climate change. Hotels are cracking down on SUP items. Notably, there has been significant progress in replacing mini plastic toiletry bottles with refillable options, which has increased from 46.6% in 2022 to 91.7% in 2024. Nearly four in five hotels also report they have eliminated in-room bin bags, opting instead to empty and sanitize the bins directly. What was once considered impractical or inconvenient has now become a common practice, demonstrating hotels' willingness to embrace new changes.

Read more about 15 best practices related to responsible waste management in this chapter.

#### ■ COMMON PRACTICES

- 91.7% of all hotels have replaced plastic mini toiletry bottles with alternatives like refillable amenity dispensers for shampoo, conditioner, soap and lotion.
- 84.6% of all hotels have an effective recycling program in back-of-house areas.
- 83.1% of all hotels donate leftover usable bathroom amenities.
- 81.8% of all hotels have an action plan to reduce waste.
- 79.3% of all hotels have effective recycling programs in guestrooms and front-of-house areas.
- 78.3% of all hotels have taken steps to eliminate in-room garbage bags and introduce new cleaning procedures.

#### ■ ESTABLISHED PRACTICES

- About two-thirds (67.3%) of all hotels work with suppliers to minimize waste.
- 67.3% of all hotels do not offer one or more single-use plastic items.
- 67.3% of all hotels have adopted alternatives to single-use plastic water bottles.
- 66.1% of all hotels divert the majority of their food waste.
- 58.4% of all hotels report implementing food waste diversion methods.

#### ■ EMERGING PRACTICES

- One-third (32.6%) of all hotels have conducted a solid waste assessment within the past three years.
- 30.1% of all hotels have eliminated guest-facing single-use plastic items.

#### ■ INNOVATIVE PRACTICES

- 12.4% of all hotels report tracking of waste that goes to landfill or incineration, at least once a year.
- Only 7.1% of all hotels report tracking the amount of recyclables collected.

#### Policy and Trends

- Starting in 2025, hotels in Taiwan will be prohibited from providing single-use toiletries unless they are requested by guests. Liquid toiletries like shampoo, conditioner, shower gel, and lotion must be offered in bottles of at least 180ml.
- In New York, mini toiletry bottles will soon be banned in hotels and motels. From 1 January 2025, hotels with 50 rooms or more can no longer provide guests with small plastic bottles (<12 oz) containing personal care products (e.g. shampoo, soap, conditioner). All other hotels will have to comply from 1 January 2026 onwards.
- Hong Kong has instituted a sweeping ban across all businesses on several types of SUP since 22 April 2024, targeting items such as foodware, cotton buds and oxo-degradable plastics. For hotels and guesthouses in particular, free disposable toiletries or in-room plastic water bottles are no longer allowed. Hotels can choose to offer non-plastic alternatives for free or charge guests for items packaged in plastic, such as toothbrushes, toothpaste, water bottles, shower caps and razors.

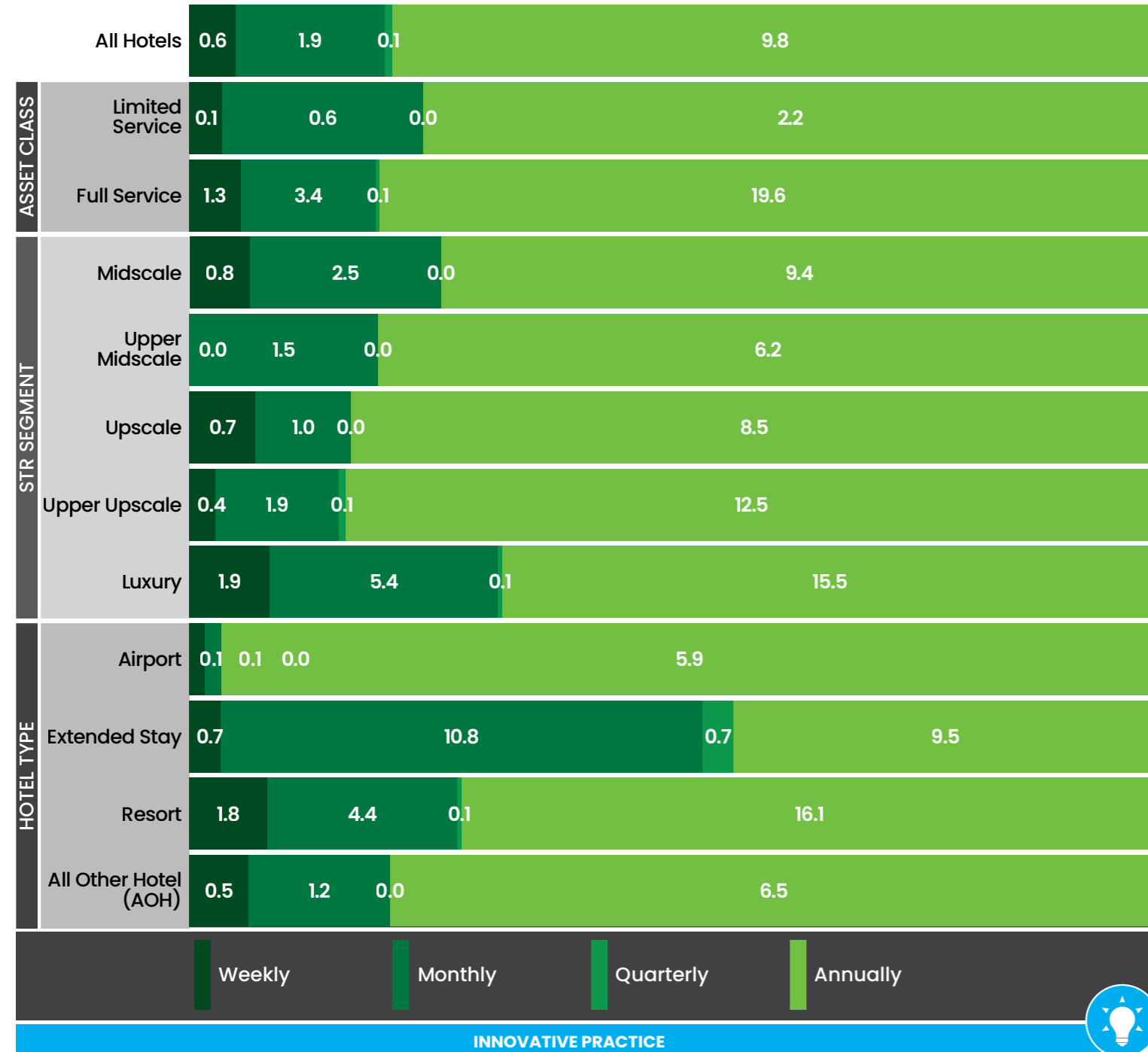


## 6.1 WASTE TRACKING

Hotels tracking the amount of waste and recyclables leaving their premises, including waste diversion rate (amount of waste diverted from landfill), is an innovative practice globally.

- 12.4% of all hotels report tracking of waste that goes to landfill or incineration, at least once a year. This indicates a modest adoption of general waste tracking across the industry.

How frequently does the property track the amount of waste it discards through landfilling, incineration or other disposal option?



- Only 9.8% track waste annually, while 7.9% track this quarterly, and a minimal proportion engage in weekly tracking.
- Higher-end hotels (e.g., Luxury, Upscale) demonstrate stronger waste tracking practices, likely due to resource availability and brand expectations.
- Limited-service and airport hotels lag behind, suggesting a need for targeted interventions and support to encourage waste tracking in these segments.



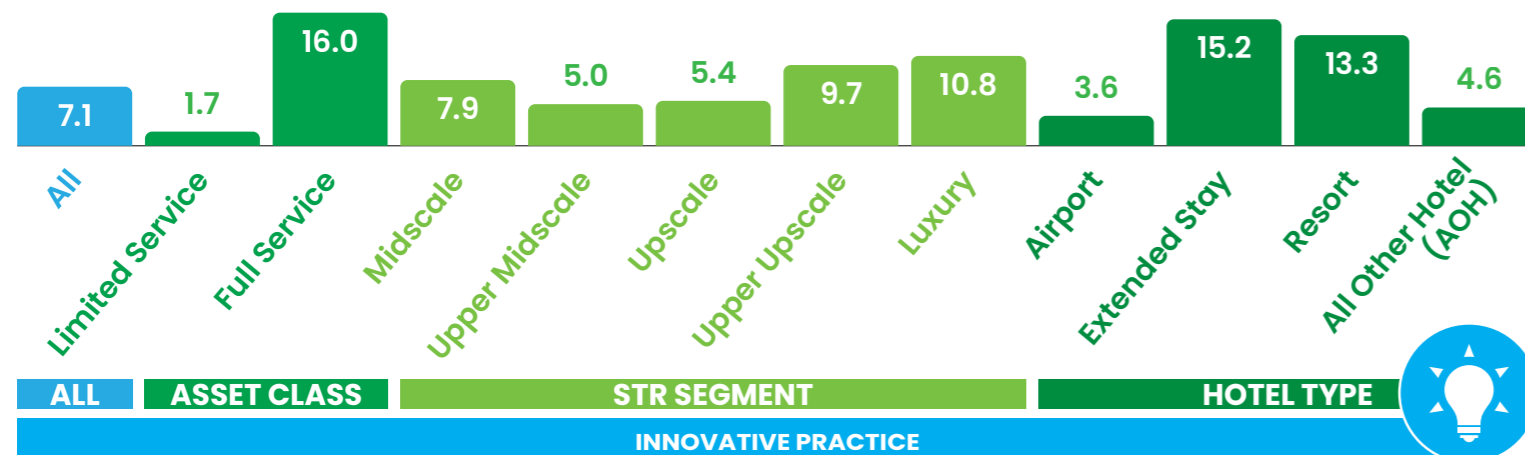
NOTE: Convention/Conference segment is excluded from this chart due to insufficient data.

## 6.2 RECYCLABLES TRACKING

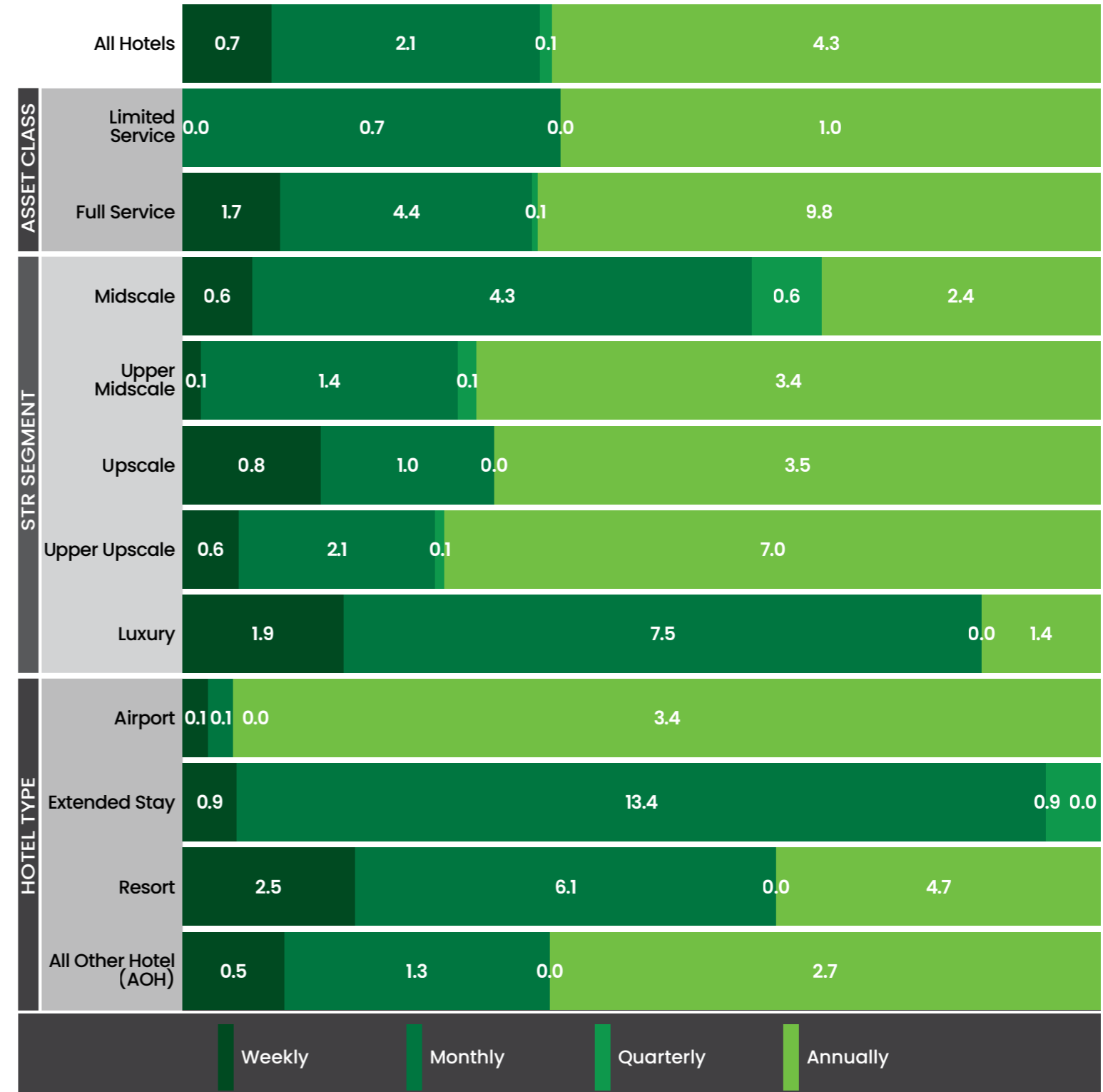
Hotels tracking the amount of recyclables is an innovative practice globally.

- Only 7.1% of all hotels report tracking the amount of recyclables collected on their premises, with adoption rates consistently low across the industry.
- Full-Service Hotels lead with 16.0% participation, indicating greater awareness and resources dedicated to tracking recyclables.
- Limited Service hotels show minimal involvement, with only 1.7% tracking this, highlighting a need for increased support and awareness initiatives.
- Top three countries tracking recyclables include Denmark (75.0%), Thailand (45.9%) and the Netherlands (43.8%).

How frequently does the property track the amount of recyclables? (%)



NOTE: Convention/Conference segment is excluded from this chart due to insufficient data.

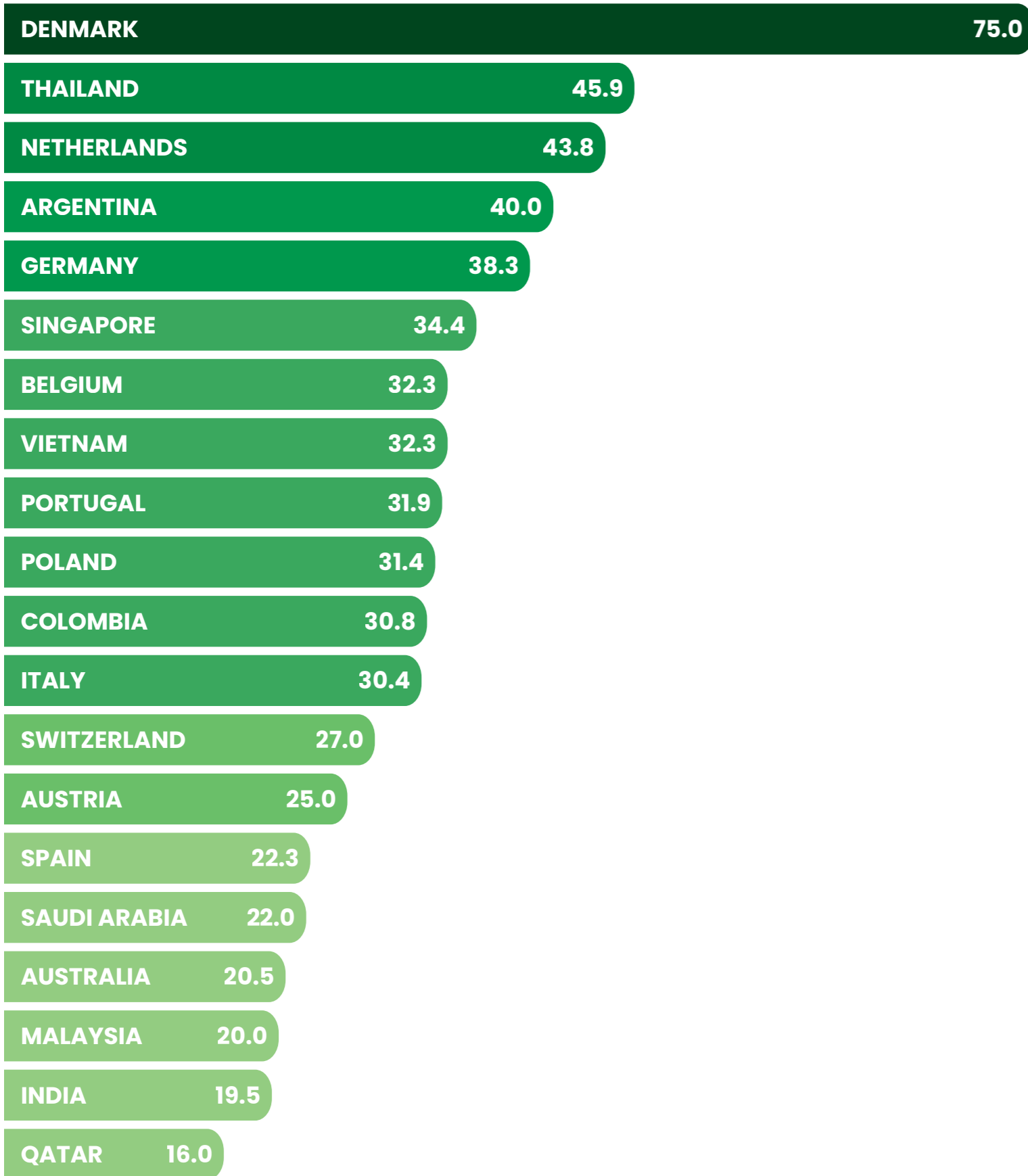


NOTE: Convention/Conference segment is excluded from this chart due to insufficient data.





### Country Ranking - Recyclables Tracking (%)

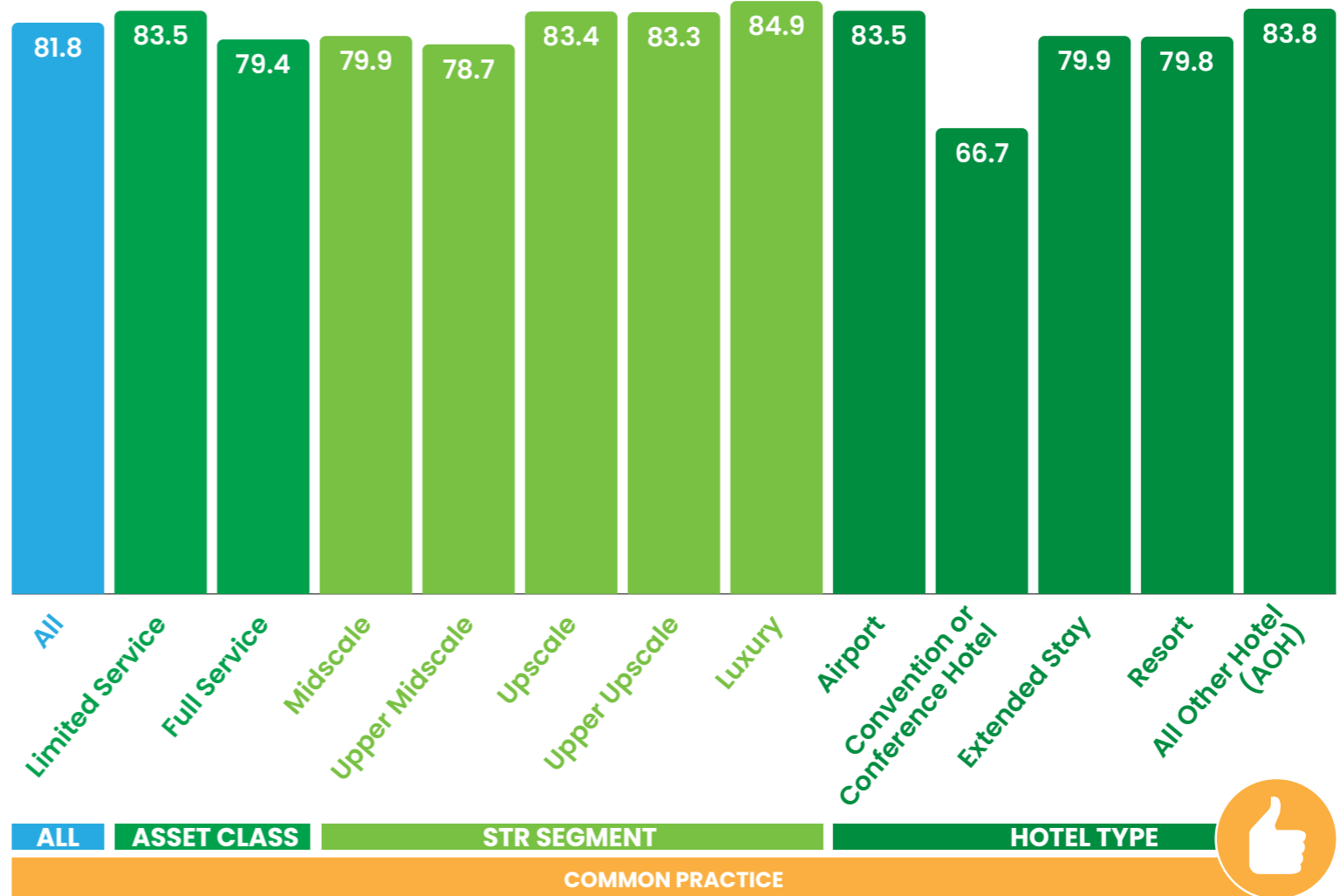


### 6.3 WASTE REDUCTION PLAN

Hotels putting in place an action plan to reduce waste, with actions, roles and responsibilities clearly defined is a common practice globally.

- 81.8% of all hotels have an action plan to reduce waste.
- The Luxury segment leads with 84.9%, showcasing a high commitment to waste reduction strategies.
- Convention or Conference hotels trail behind, with only two-thirds having an action plan—indicating room for improvement, potentially due to the challenges in large-scale waste management.

■ Has the property put in place an action plan to reduce waste, with actions, roles and responsibilities clearly defined? (%)

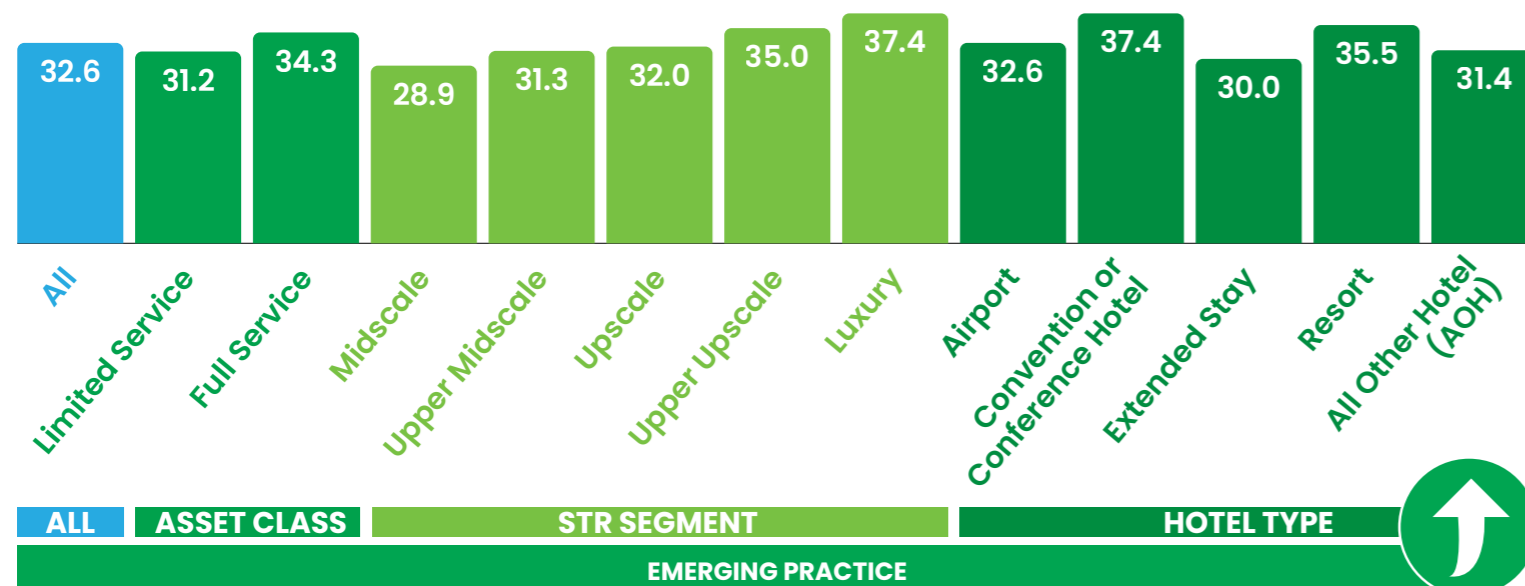


## 6.4 SOLID WASTE ASSESSMENT

Hotels conducting a waste audit within the past three years is an emerging practice globally. A waste audit involves assessing the composition of the solid waste produced, as well as how the waste is managed.

- About one-third (32.6%) of all hotels have conducted a solid waste assessment within the past three years.
- This means that nearly two-thirds of hotels have not performed waste assessments in the last three years, indicating significant room for improvement.
- This level of prevalence remains consistent across different hotel categories.
- Hotels were also asked whether their assessment were conducted internally or with the help of an external party with technical expertise. Conducting internal assessments are more common than engaging external experts, likely due to availability of in-house expertise and the additional costs associated with hiring external experts.

■ Has the property conducted within the past three years an assessment of the composition of the solid waste it produces as well as of the manner in which it manages this solid waste? (%)

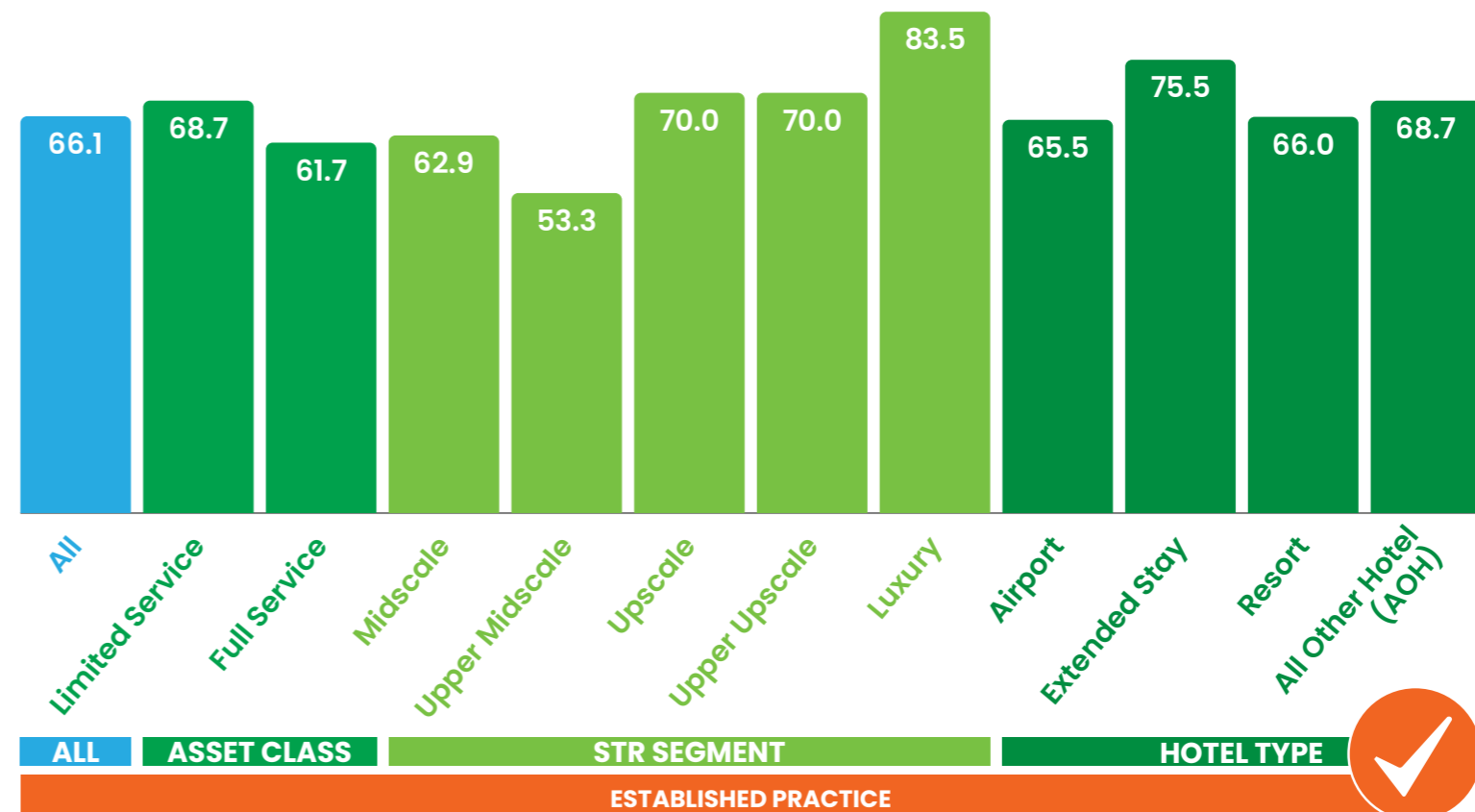


## 6.5 FOOD WASTE DIVERSION RATE

Hotels diverting food waste away from landfilling, incineration or other disposal options is an established practice globally.

- About two-thirds (66.1%) of all hotels divert the majority of their food waste, reporting that they tackled more than 75% of their food waste through other forms of food waste management, as discussed in the subsequent best practice.
- Luxury and Upper Upscale hotels have the best performance, with 83.5% and 70%, respectively, in the 76-100% range.
- Convention hotels may need targeted strategies to improve waste diversion, such as better event waste management programs or partnerships with food recovery initiatives.
- Midscale and Upper Midscale hotels show mixed performance, with 31.8% and 36.6% saying that they diverted less than a quarter of their food waste. This suggests that these segments could benefit from improved waste management strategies.

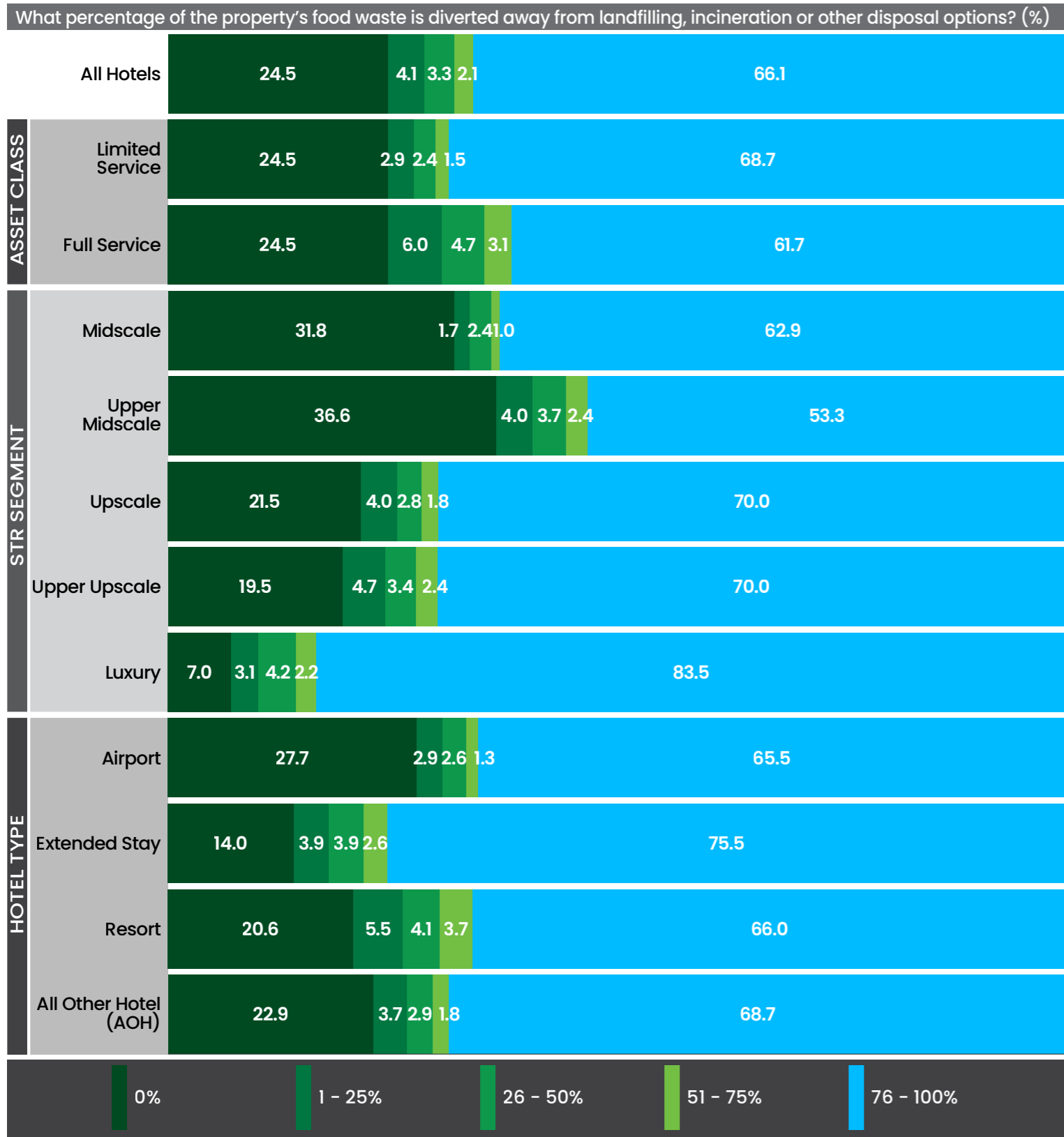
■ Does the property divert food waste away from landfilling, incineration or other disposal options? (%)



NOTE: Convention/Conference segment is excluded from this chart due to insufficient data.



## 6.5 FOOD WASTE DIVERSION RATE



NOTE: Convention/Conference segment is excluded from this chart due to insufficient data.



### NH COLLECTION EUROBUILDING MADRID, SPAIN

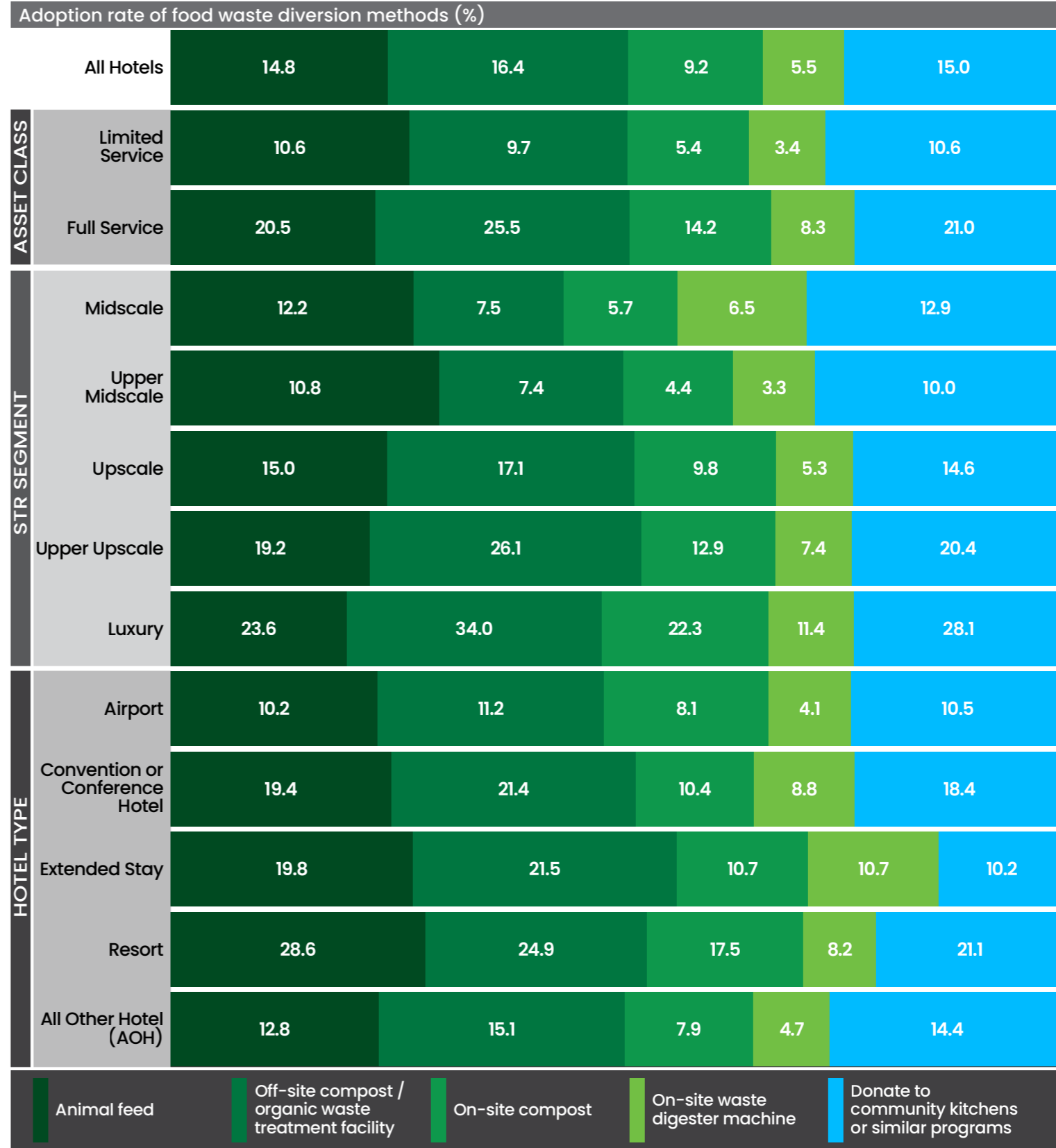
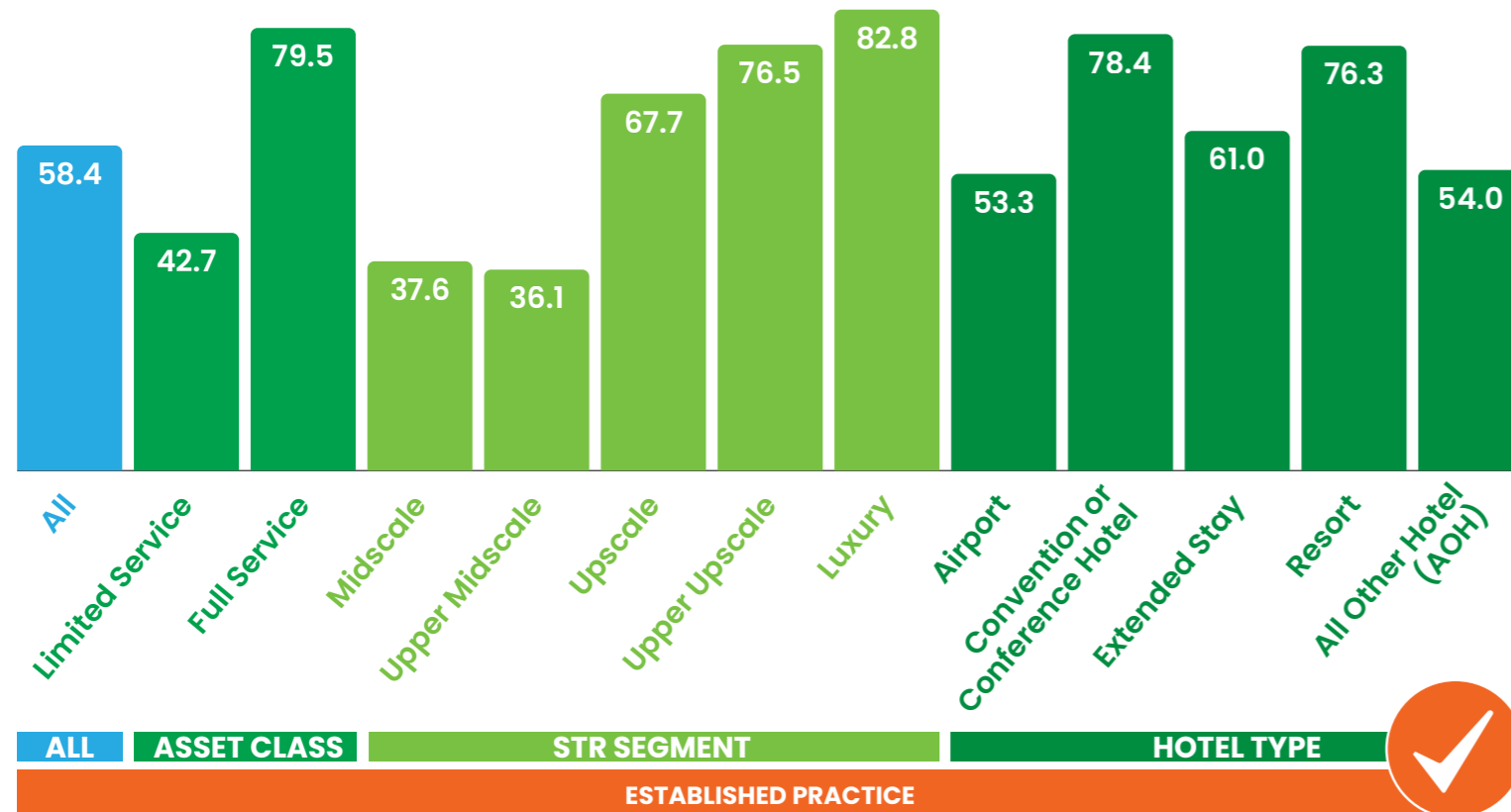
Minor Hotels Europe & Americas uses a food waste management system driven by artificial intelligence to manage food in their kitchens more effectively, enabling its chefs to operate in a more sustainable and efficient way by monitoring and further analyzing surplus food. Through this project, this property successfully reduced the amount of food waste generated at breakfast by 64%.

## 6.6 FOOD WASTE DIVERSION METHODS

Hotels diverting their food waste is an established practice globally.

- 58.4% of all hotels report implementing food waste diversion methods, though this varies widely across various hotel categories.
- Full Service hotels (79.5%) are twice as likely to divert their food waste than Limited Service hotels (42.7%).
- Luxury hotels have the highest adoption rate at 82.8%, with food waste diversion becoming more prevalent for the upper tiers of the STR chain scale segments.
- Among the various food waste diversion methods, off-site compost or organic waste treatment is the popular approach at 16.4% across all hotels, followed by donations to community kitchens (15.0%) and valorizing food waste as animal feed (14.8%).
- On-site solutions were slightly less common, where 9.2% of hotels have on-site composting and 5.5% have on-site waste digester machines. This may be due to space constraints limiting the viability of on-site options.

Does the property divert its food waste? (%)





**CORPO SANTO LISBON**  
**HISTORICAL HOTEL**  
 LISBON, PORTUGAL

To minimize food waste, the hotel repurposes 120 kg of pineapple peels monthly to produce Tepache, a naturally fermented and carbonated beverage. It can be served with sparkling water and ice, or used in cocktails. This initiative enhances the guest experience with a unique and refreshing drink, reduces organic waste, and lowers waste disposal costs.

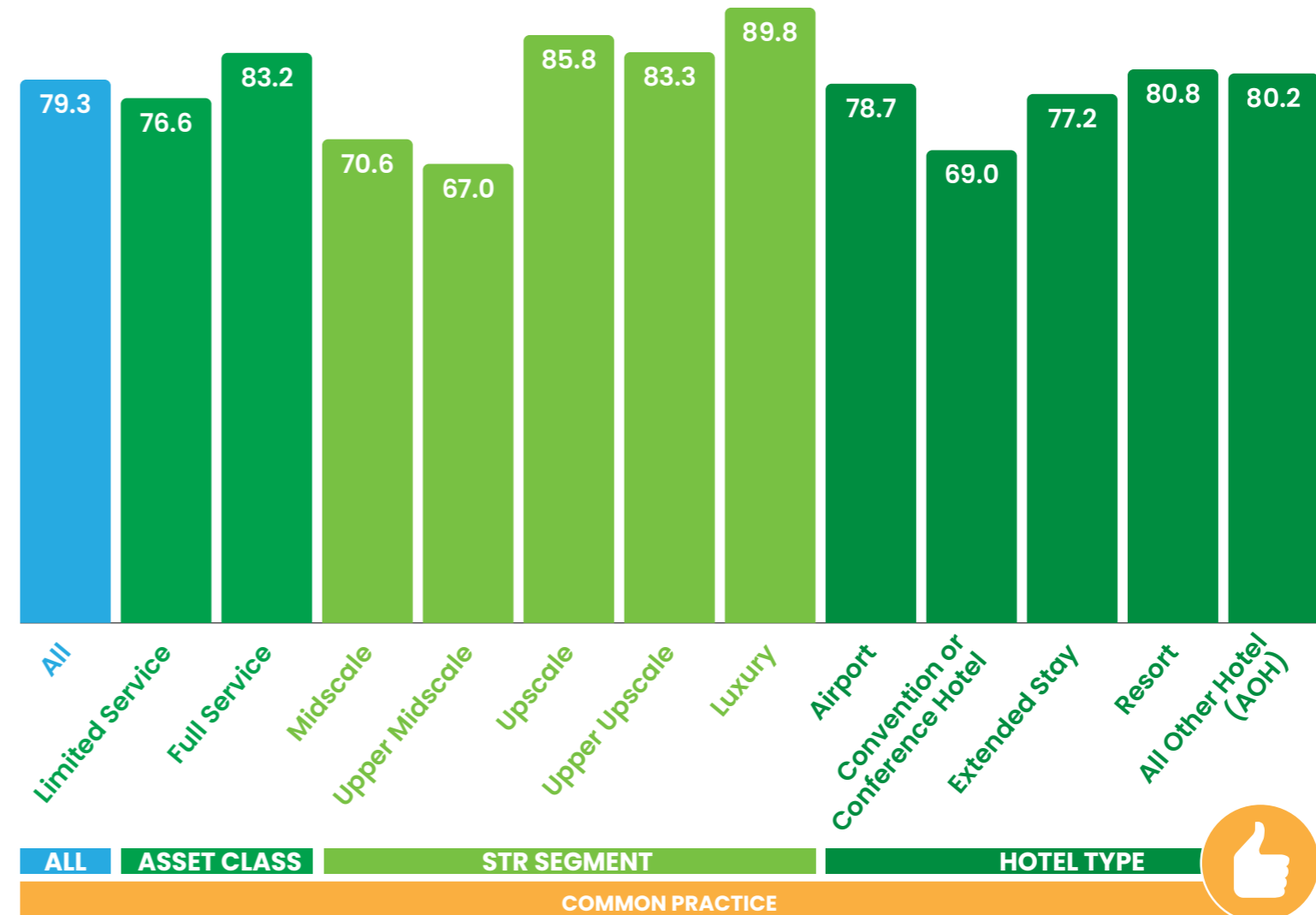
# HOTEL HIGHLIGHTS

## 6.7 RECYCLING PROGRAM IN GUESTROOMS AND FRONT-OF-HOUSE

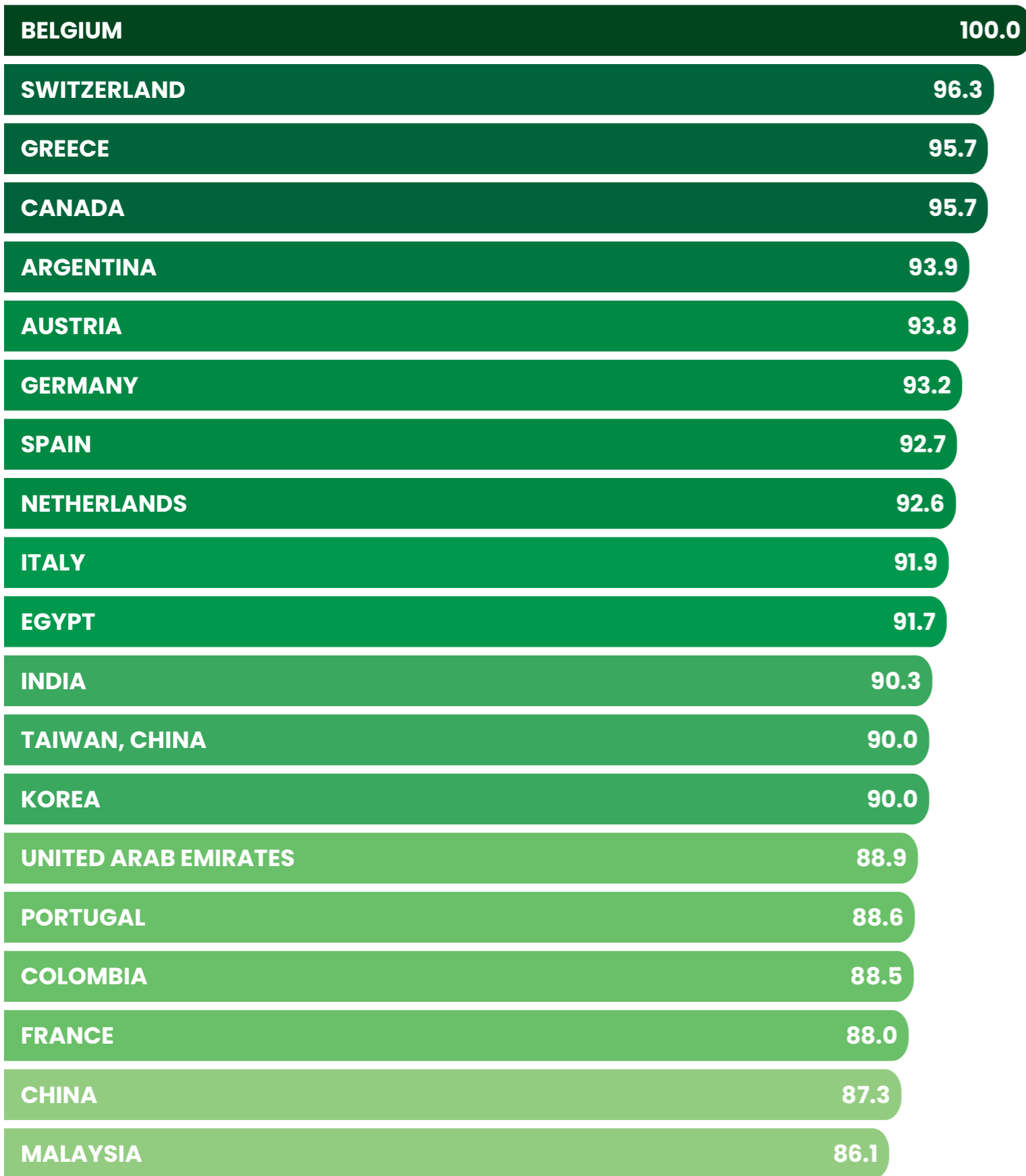
Hotels operating effective recycling programs that are able to collect the majority of recyclable items produced in guestrooms and front-of-house areas is a common practice globally.

- 79.3% of all hotels have effective recycling programs in guestrooms and front-of-house areas.
- Luxury, Upper Upscale and Upscale hotels lead with the highest adoption rates of over 80%.
- Lower adoption in Midscale (70.6%) and Upper Midscale (67.0%) may indicate operational challenges or resource constraints that limit their ability to fully implement effective recycling programs across all guest-facing areas of their hotels.
- The top countries whose hotels have successful recycling programs include Belgium (100%), Switzerland (96.3%) and Canada and Greece (both at 95.7%).

■ Does the property operate an effective recycling program that is able to collect the majority of recyclable items produced in guestrooms and front-of-house areas? (%)



### Country Ranking – Recycling Program in Guestrooms and FOH (%)

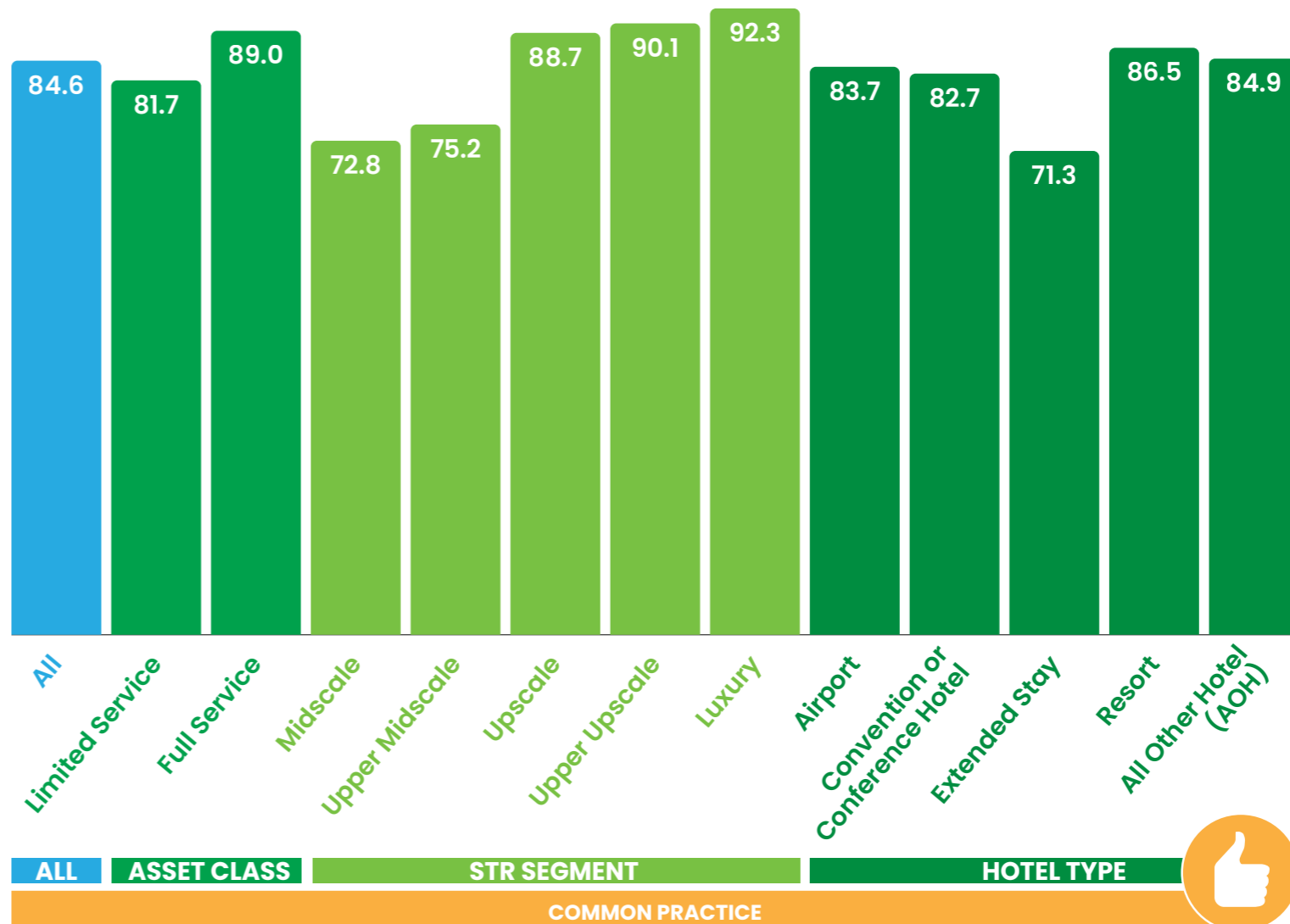


### 6.8 RECYCLING PROGRAM IN BACK-OF-HOUSE

Hotels operating effective recycling programs that are able to collect the majority of recyclable items produced in back-of-house areas is a common practice globally.

- 84.6% of all hotels have an effective recycling program in back-of-house areas.
- Similar to front-of-house areas, our data reflects strong industry-wide adoption of recycling programs in back-of-house operations, with Luxury, Upper Upscale and Upscale hotels leading the way.
- Luxury hotels report the highest adoption rate at 92.3%, reflecting their focus on sustainability throughout their operations.
- Extended Stay hotels report the lowest adoption rate (71.3%), highlighting an opportunity to improve backend recycling systems and processes.

Does the property operate an effective recycling program that is able to collect the majority of recyclable items produced in back-of-house areas? (%)

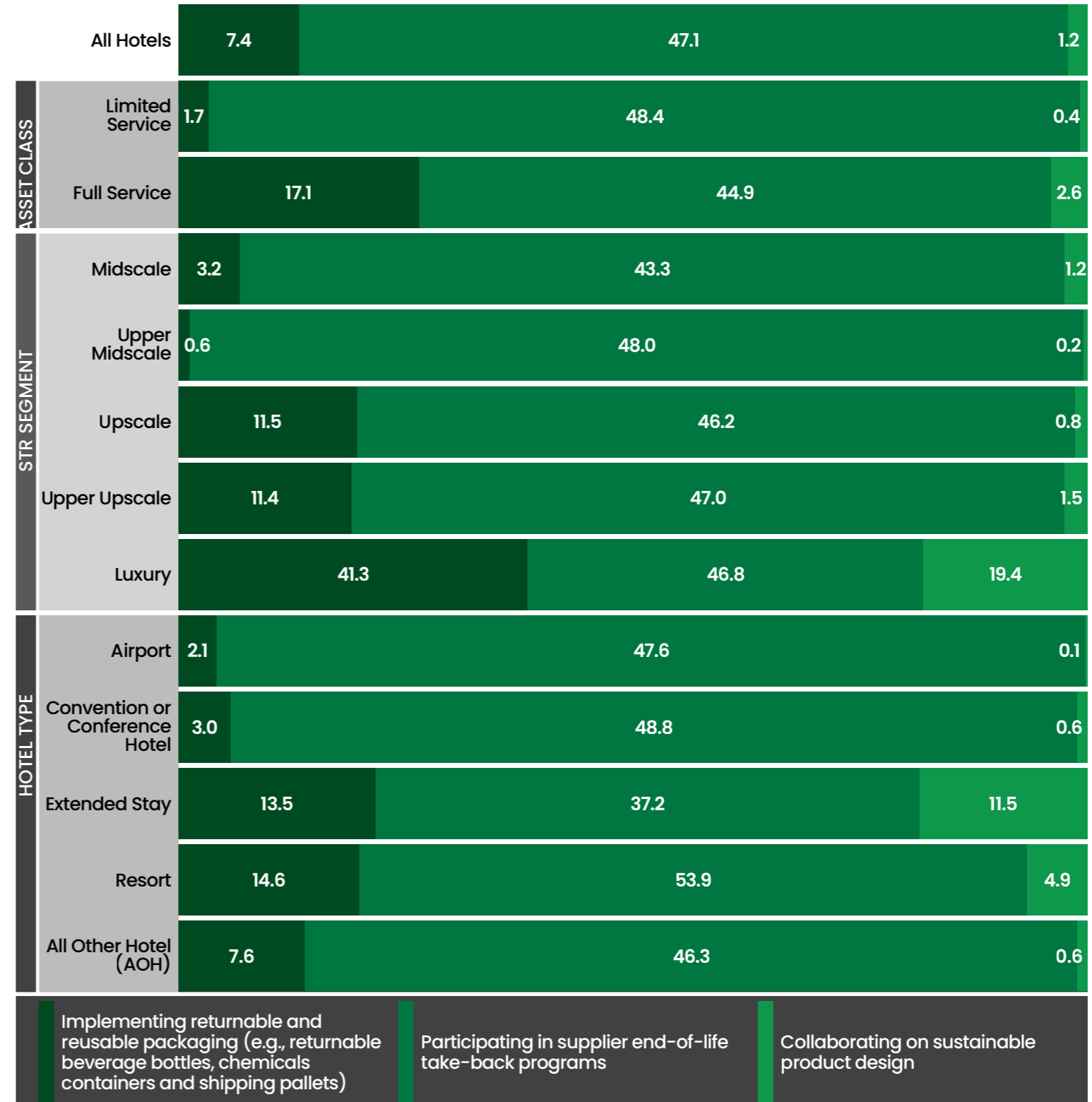
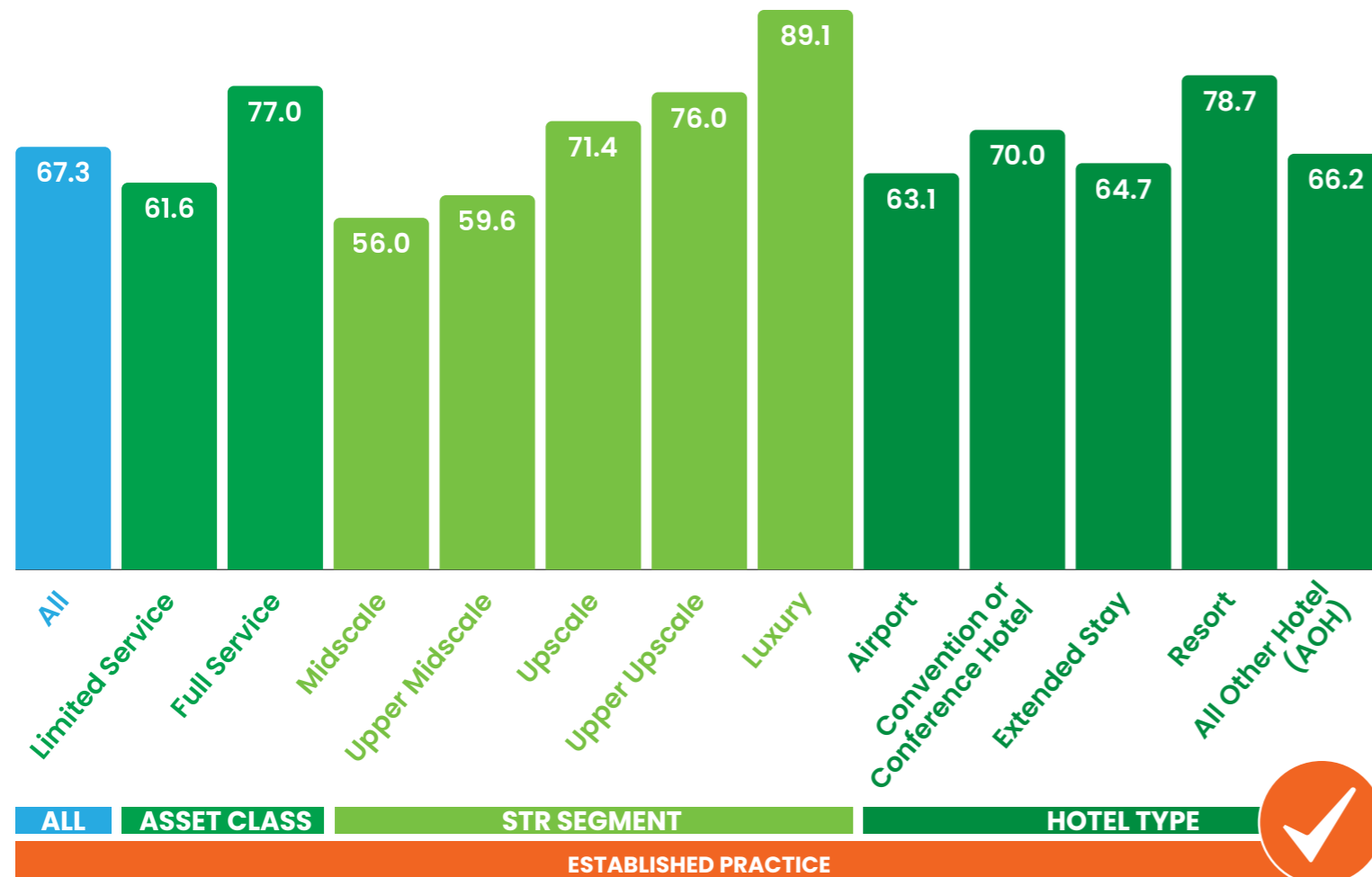


## 6.9 SUPPLIER COLLABORATION TO MINIMIZE WASTE

Hotels working with suppliers to minimize waste is an established practice globally.

- About two-thirds (67.3%) of all hotels work with suppliers to minimize waste.
- The top way in which hotels engage suppliers in waste reduction is by participating in supplier take-back programs (47.1%). In these programs, suppliers retrieve and manage products they originally provided, supporting waste reduction, reuse, recycling, and circular economy practices.
- There is limited adoption overall for returnable and reusable packaging (7.4%). However, luxury hotels are leading the way on this front with 41.3% implementing this, reflecting their commitment to bespoke sustainable packaging solutions.
- Lastly, more complex and time-consuming strategies like collaborating with suppliers on product design have limited uptake (2.1%).

■ How does the property work with suppliers to minimize waste? (%)

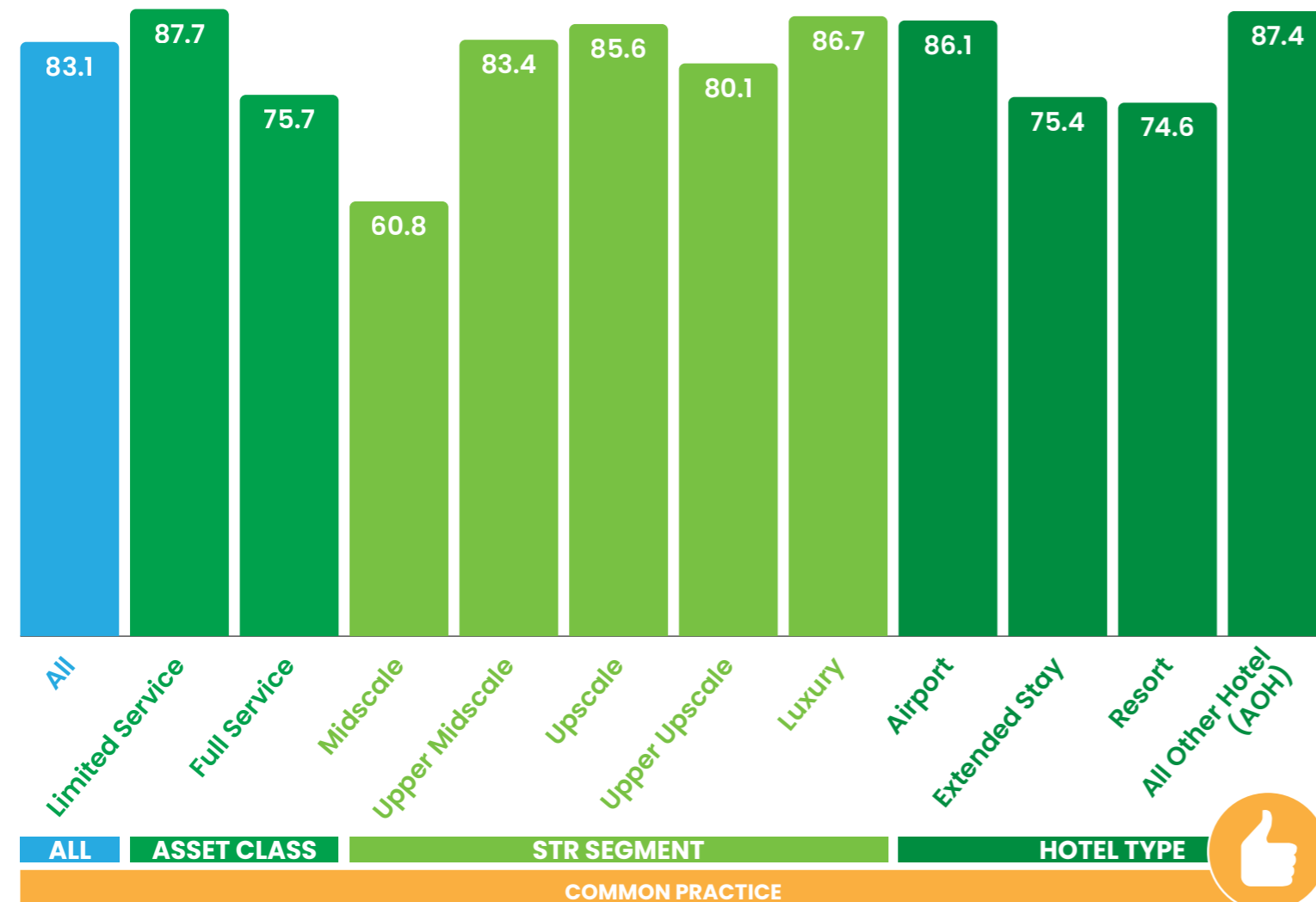


## 6.10 SOAP DONATION

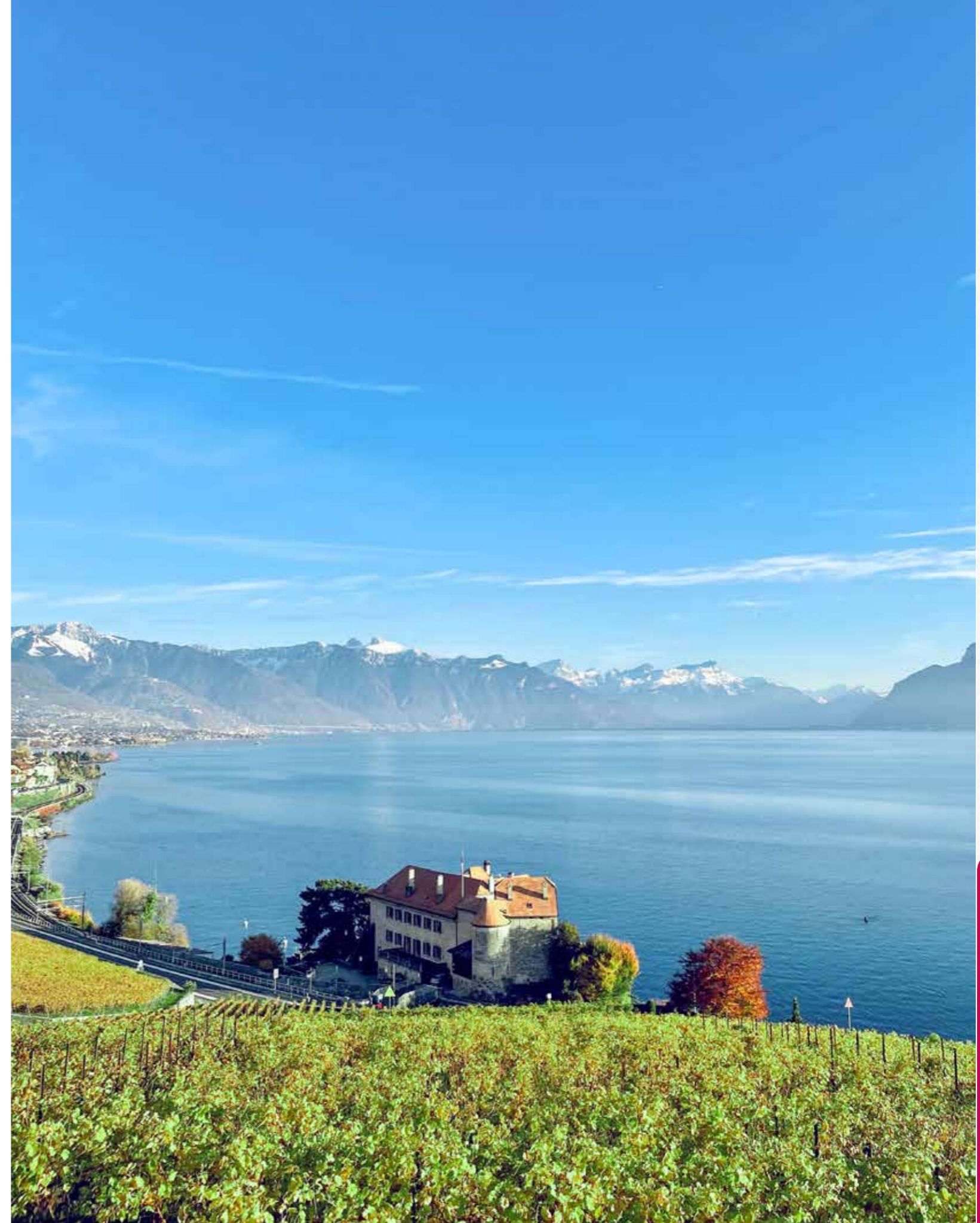
Hotels donating leftover usable bathroom amenities (e.g. bars of soap, individual shampoos, etc.) is a common practice globally.

- 83.1% of all hotels donate leftover usable bathroom amenities.
- Limited Service hotels (87.7%) outperform Full Service hotels (75.7%) in donating leftover bathroom amenities.
- Most segments have high participation rates of over 75%, demonstrating that donating leftover bathroom amenities is a well-adopted and scalable practice in the hospitality sector.

Does the property donate leftover usable bathroom amenities (e.g. bars of soap, individual shampoos, etc.)? (%)



NOTE: Convention/Conference segment is excluded from this chart due to insufficient data.







**EATON HK  
HONG KONG**

90% of all single-use plastic items have been eliminated. Instead of single-use plastic water bottles, filtered water is offered in sterilized glass bottles in all guestrooms, co-working spaces, banquet and public areas. Washroom amenities have also been replaced with bulk-sized reusable amenities, which are 100% natural and chemical-free.

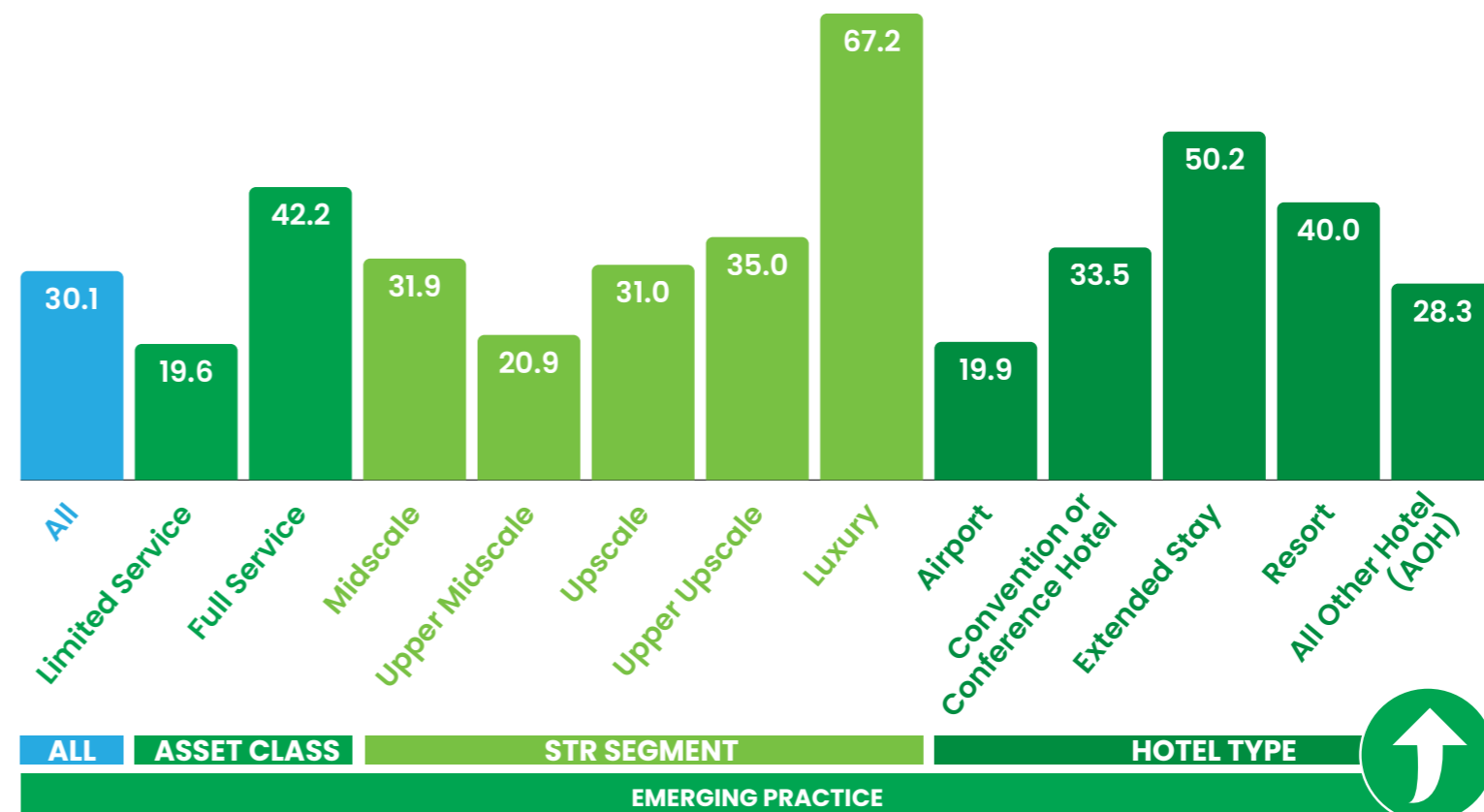
# HOTEL HIGHLIGHTS

## 6.11 SINGLE-USE PLASTIC (SUP) ELIMINATION

Hotels eliminating guest-facing single-use plastics (SUP) is an emerging practice globally.

- Almost one-third (30.1%) of all hotels have eliminated guest-facing SUP items.
- Full Service hotels (42.2%) are twice as likely to eliminate guest-facing SUP items than Limited Service hotels (19.6%).
- Luxury hotels lead the efforts with 67.2% SUP elimination. This could be driven by luxury brands adopting sustainable practices to align with consumer expectations.
- Extended Stay hotels have a relatively high elimination rate of 50.2%, possibly due to fewer daily service needs and a focus on long-term operational efficiency.

■ Has the property eliminated guest-facing single-use plastics? (%)

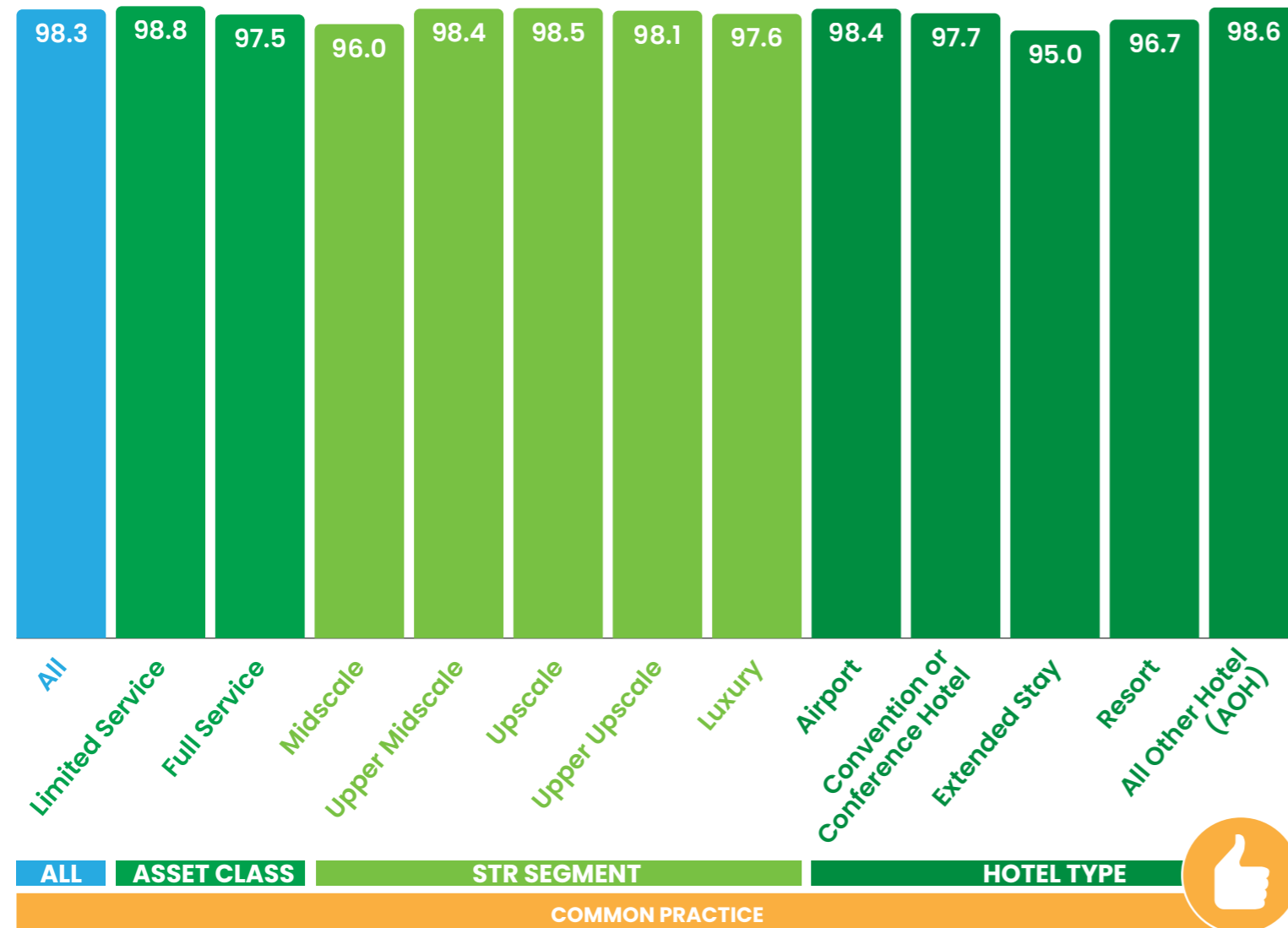


## 6.12 SUP ITEMS NOT PROVIDED

Hotels not providing single-use items made of plastic (including Styrofoam, bioplastic, plant-based plastic, and biodegradable plastic) is an established practice globally.

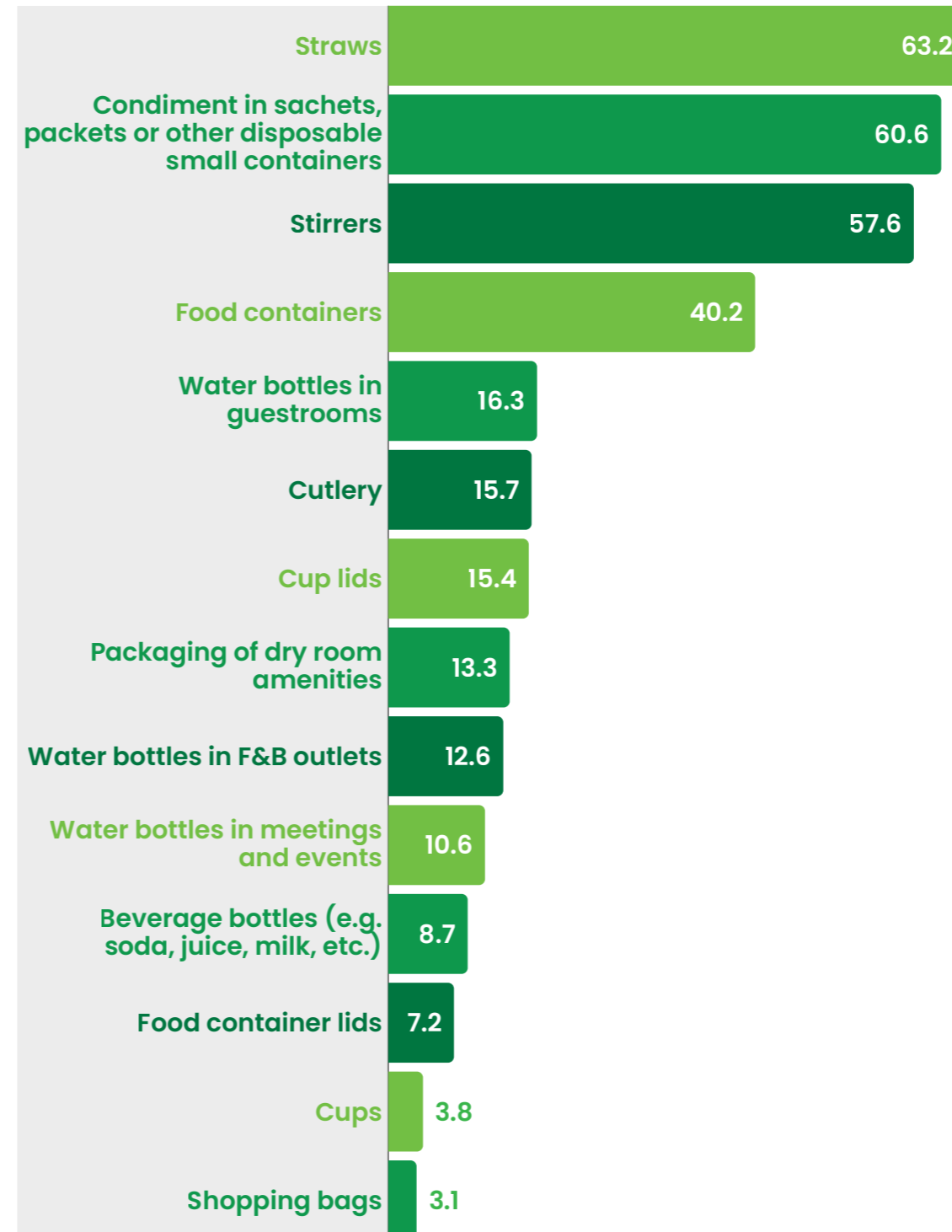
- 98.3% of all hotels do not offer one or more SUP items.
- Straws (63.2%) and stirrers (57.6%) are some of the most frequently eliminated SUP items. Yet, even for these low-hanging fruits, there is significant room for improvement.
- Condiment sachets (60.6%) and food containers (40.2%) are also popular SUP items that are no longer provided, reflecting efforts toward reducing waste in dining and takeaways.
- Only 13.3% report that they have replaced plastic packaging for dry room amenities, in contrast to the high replacement of mini toiletry bottles by bulk dispensers (see details under 6.15.)

■ Has the property eliminated single-use items made of plastic? (%)



- Luxury hotels are leaders in eliminating plastic water bottles – two in five have removed them from guestrooms, F&B outlets and meetings and events.
- Limited Service hotels report fewer eliminations of SUP items compared to other segments.

■ Which of the following single-use items made of plastic are not provided by your property? (%)





**STAY PINEAPPLE**  
SAN FRANCISCO, UNITED STATES

In early 2024, Staypineapple launched a brandwide replacement of all single-use plastic water bottles with refillable aluminium water bottles. The water refill stations in the lobbies offer cold, hot, still or sparkling water options for guests to refill their bottles with. This initiative will help to divert nearly 500,000 single-use plastic water bottles from landfills annually.

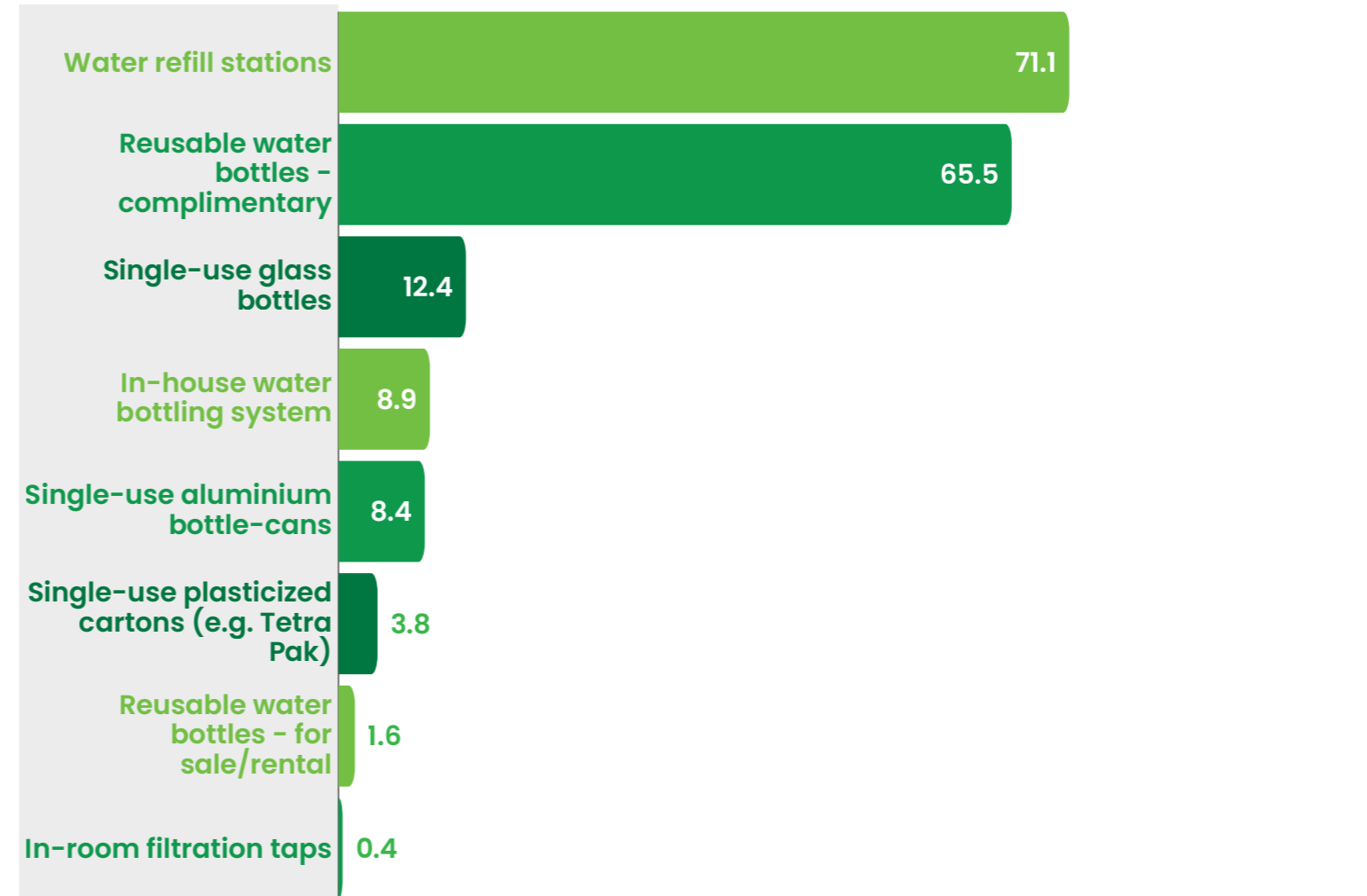
# HOTEL HIGHLIGHTS

## 6.13 ELIMINATION OF SUP WATER BOTTLES

Hotels implementing alternatives to SUP water bottles is an established practice globally.

- 67.3% of all hotels have introduced alternatives to SUP water bottles.
- The most popular solutions include water refill stations (71.1%) and reusable water bottles (65.5%).
- Water refill stations are especially prevalent in Airport (80.6%) and Convention/Conference hotels (72.8%), possibly reflecting higher guest traffic and the need for sustainable options in these environments.
- Luxury and Upscale hotels tend to experiment with a wider range of alternatives, including in-house water bottling systems and offering guests single-use aluminum or glass bottles.

What alternatives have the property implemented to eliminate single-use plastic water bottles? (%)



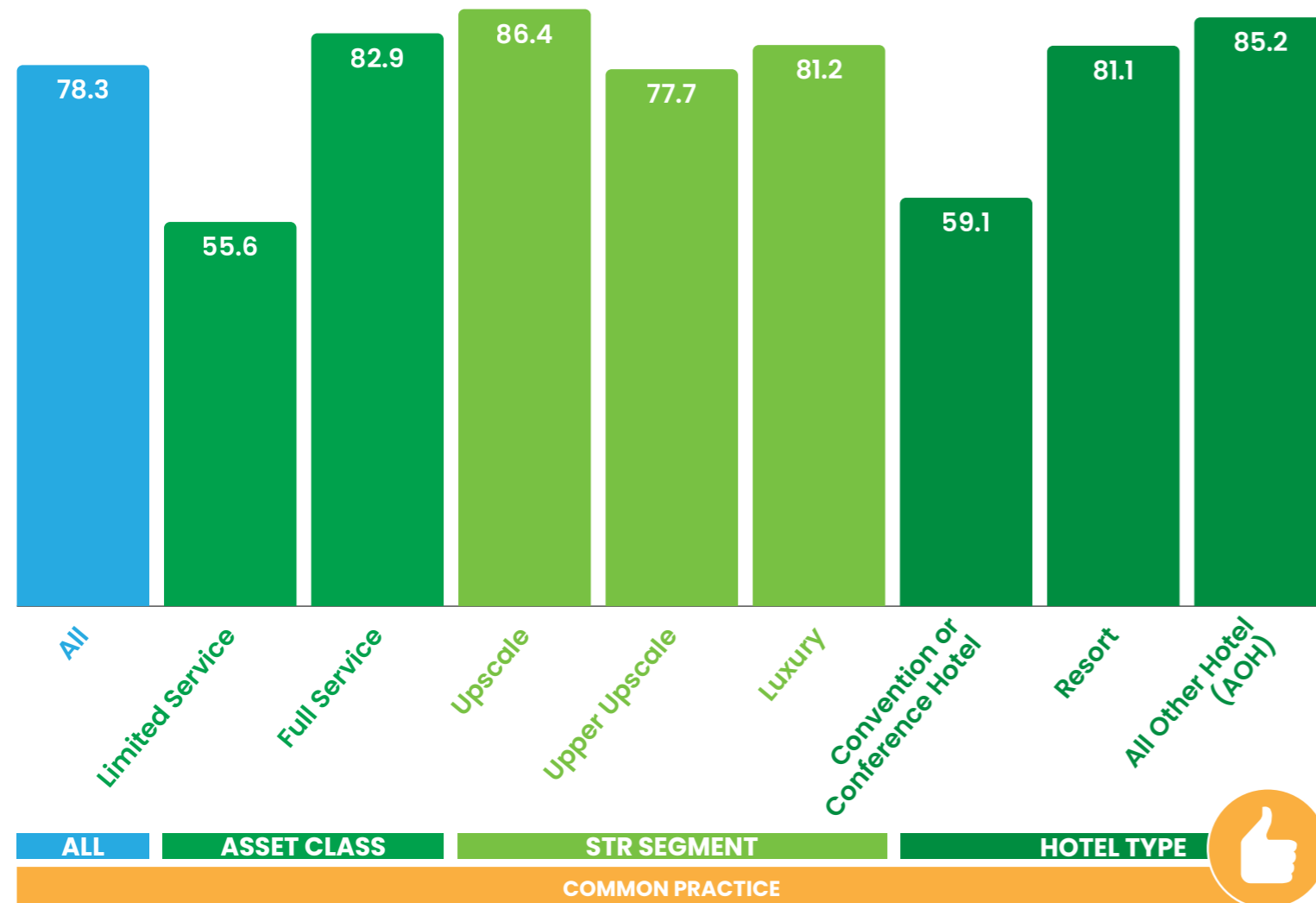
COMMON PRACTICE

## 6.14 ELIMINATION OF IN-ROOM GARBAGE BAGS

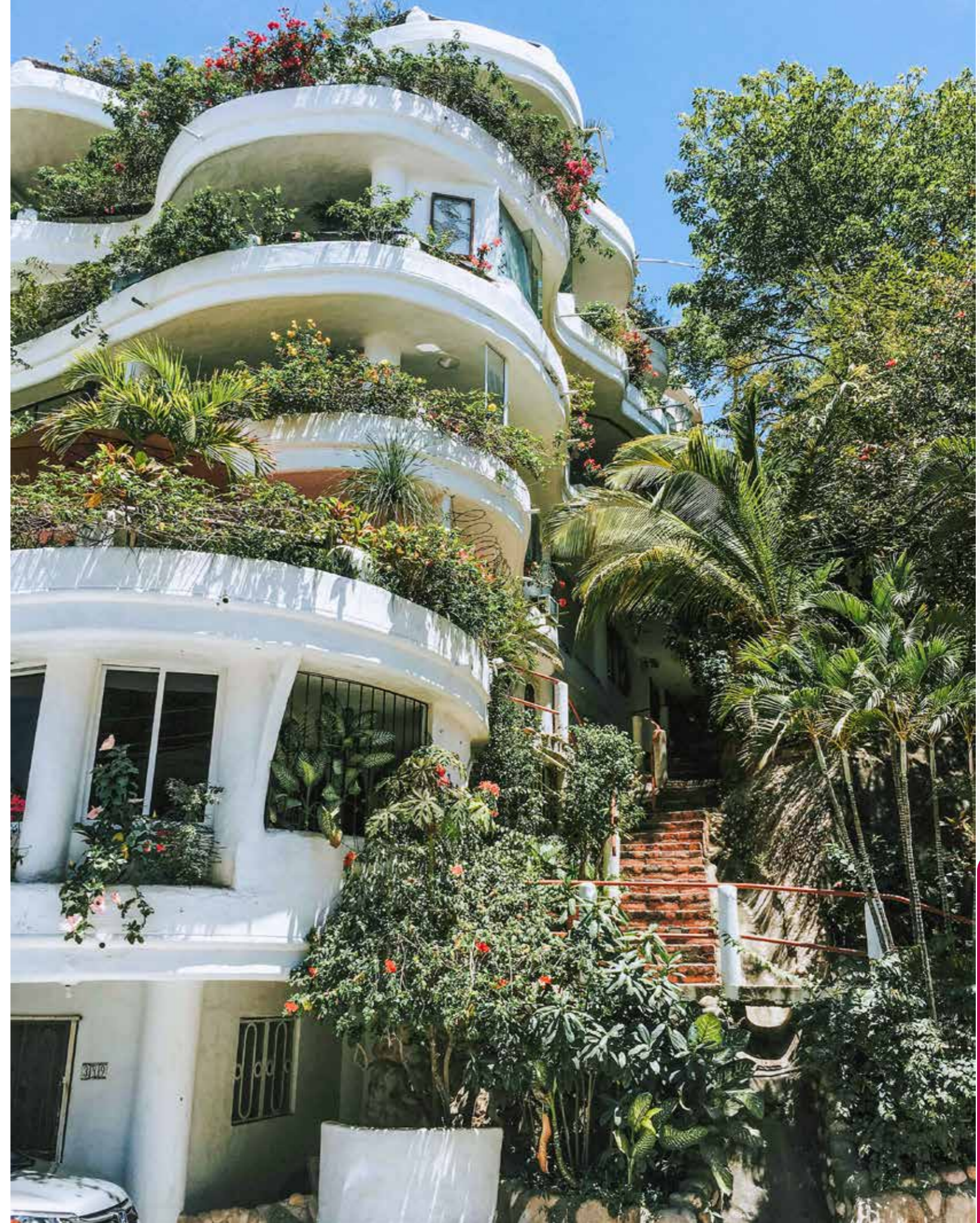
Hotels eliminating garbage bags for in-room bins and introducing new cleaning procedures (e.g. emptying and sanitizing the bin) is a common practice globally.

- 78.3% of all hotels have taken steps to eliminate in-room garbage bags and introduce new cleaning procedures.
- This is an example of how the hotel industry is rethinking existing processes to reduce single-use waste.
- Resorts and Luxury hotels report high adoption rates, at 81.1% and 81.2% respectively.

Has the property eliminated garbage bags for in-room bins and introduced new cleaning procedures (e.g. emptying and sanitizing the bin)? (%)



NOTE: Midscale, Upper Midscale, Airport and Extended Stay segments are excluded from this chart due to insufficient data.

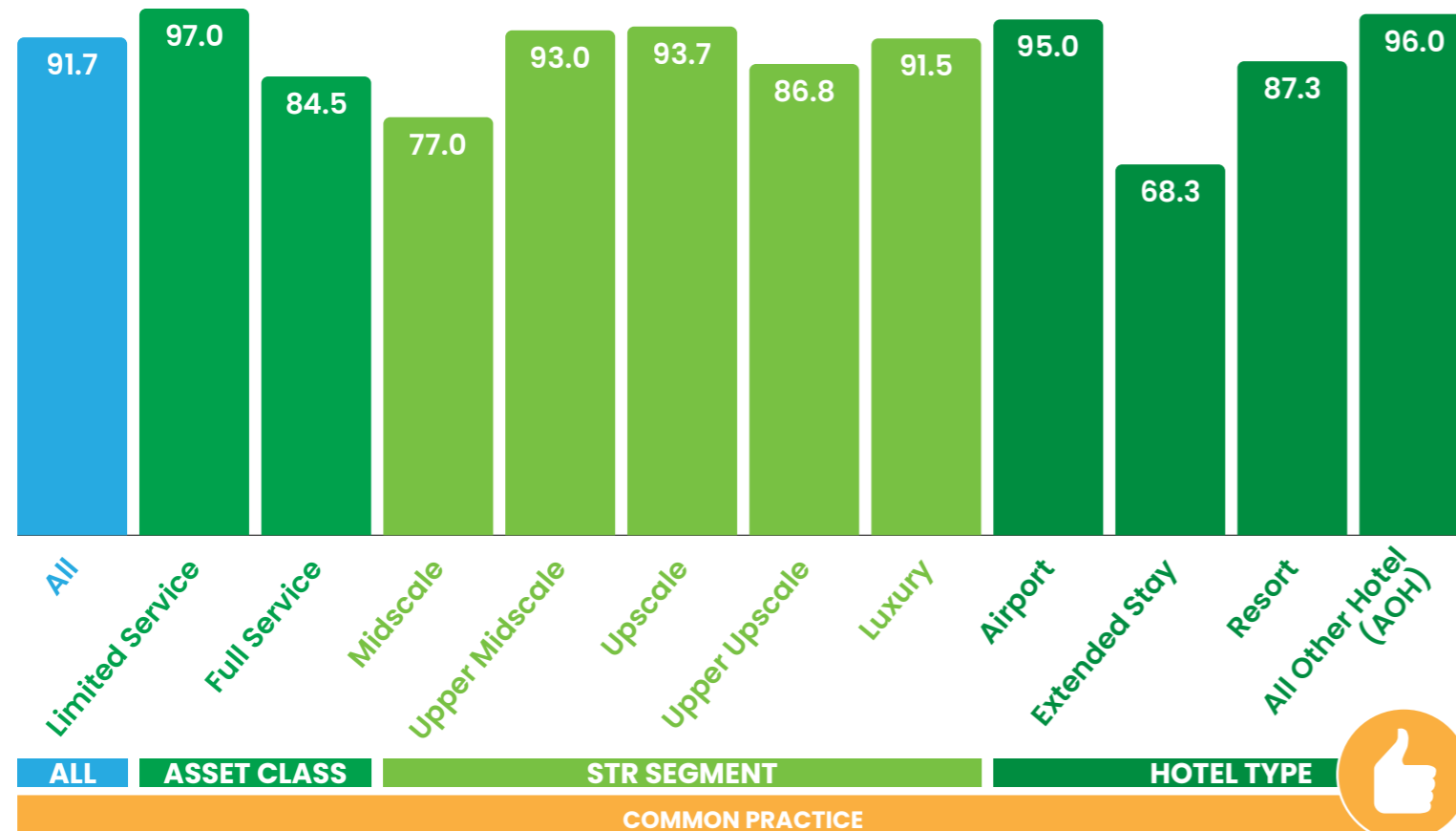


## 6.15 MINI PLASTIC TOILETRY BOTTLES

Hotels replacing mini plastic toiletry bottles with refillable amenity dispensers for shampoo, conditioner, soap and lotion is a common practice globally.

- 91.7% of all hotels have replaced mini plastic toiletry bottles with alternatives like refillable amenity dispensers for shampoo, conditioner, soap and lotion.
- Limited Service hotels are in the lead with 97.0% adoption while Full Service hotels have room for improvement with 84.5% adoption. The higher adoption in Limited Service hotels may be attributed to more flexible guest expectations and the dual economic and environmental benefits of bulk dispensers.
- Luxury hotels exhibit 91.5% adoption, proving that it is possible to implement high-quality bulk amenities or refillable systems that align with luxury guests' expectations.

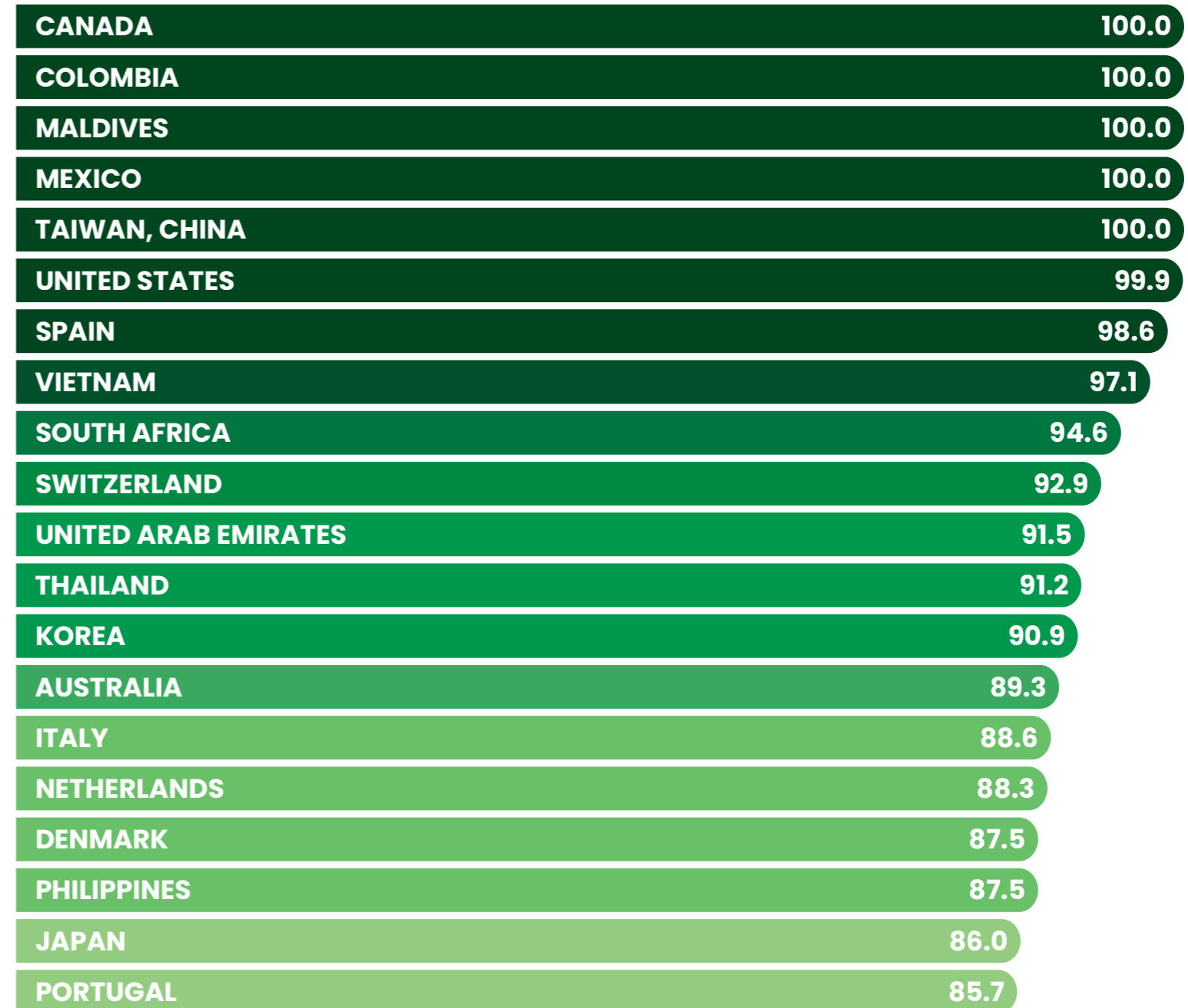
Has the property replaced plastic mini toiletry bottles with refillable amenity dispensers for shampoo, conditioner, soap and lotion? (%)



NOTE: Convention/Conference segment is excluded from this chart due to insufficient data.

- Upper Midscale and Upscale hotels also show high performance, likely due to increasing guest expectations for sustainable amenities in these segments.
- Canada, Colombia, the Maldives, Mexico, and Taiwan jointly lead with an impressive 100% adoption rate in replacing mini toiletry bottles.

### Country Ranking - Replacement for Plastic Mini Toiletry Bottles (%)

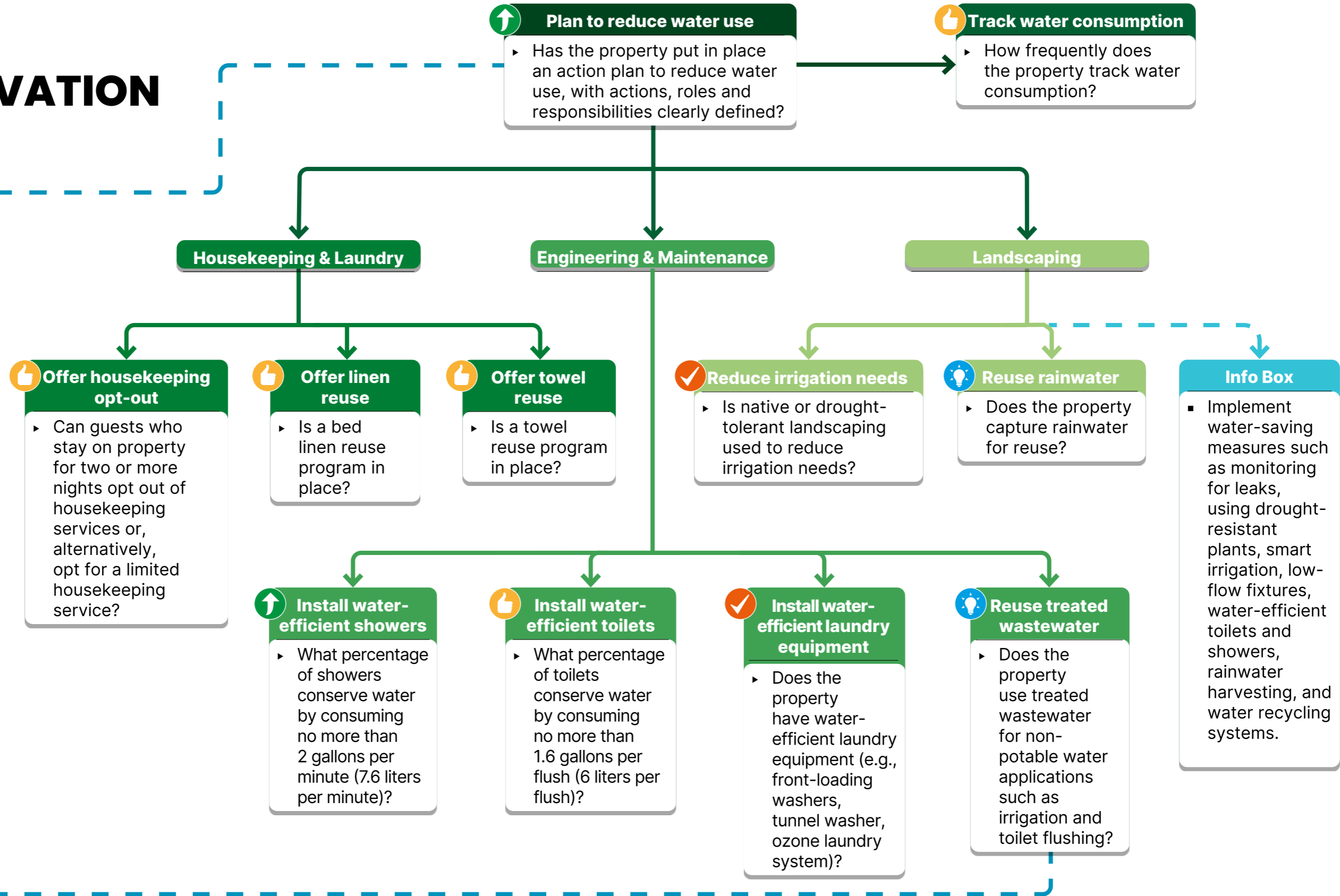




4.7  
**WATER  
CONSERVATION**



# WATER CONSERVATION



- Common Practice
- Established Practice
- Emerging Practice
- Innovative Practice



## 7. WATER CONSERVATION

**Water conservation is crucial for hotels, particularly as climate change increases the risk of water scarcity.** Although 82.0% of hotels actively track their water consumption, only half have action plans to reduce water use. There remains a significant opportunity for the hotel industry to reduce water consumption by making simple changes, such as by installing low-flow toilets and high-efficiency showerheads. For example, one in two hotels have yet to adopt high-efficiency showerheads.

For hotels that have already implemented water efficiency measures, the next step could be to consider reusing and recycling wastewater or rainwater – an innovative practice adopted by less a quarter of hotels. By doing so, hotels also indirectly reduce Scope 3 carbon emissions related to wastewater generated.

Delve deeper into this topic through 11 best practices.

### ■ COMMON PRACTICES

- 95.9% of all hotels implement a linen reuse program.
- 95.9% of all hotels implement a towel reuse program.
- 95.0% of all hotels offer guests the choice to opt out of daily housekeeping.
- 82.0% of all hotels track water consumption, typically at least once a month.
- 78.1% of all hotels have installed high-efficiency toilets.

### ■ ESTABLISHED PRACTICES

- 54.2% of all hotels implement native or drought-tolerant landscaping.
- 51.1% of all hotels use water-efficient laundry equipment.

### ■ EMERGING PRACTICES

- 44.8% of all hotels have an action plan to reduce water use.
- 44.6% of all hotels have installed high-efficiency showerheads.

### ■ INNOVATIVE PRACTICES

- 16.9% of all hotels reuse treated wastewater.
- 6.8% of all hotels have installed rainwater capture systems.

### Policy and Trends

- Western U.S. states like California and Arizona face acute water scarcity issues due to prolonged drought conditions, exacerbated by climate change. This has intensified the need for sustainable water management practices to ensure long-term availability, with climate models predicting continued reductions in water supply reliability. In response, California is developing regulations requiring large water suppliers to develop water budgets and report detailed usage data, aimed at promoting efficient water use across urban areas. Similarly, Arizona mandates that community water systems produce annual water use reports, drought preparedness plans and water conservation plans, to reduce vulnerability to drought and prepare for water shortage conditions.
- Regulatory measures have also extended to U.S. building owners, who are increasingly required to monitor and report water use under statewide and municipal building benchmarking efforts. Such schemes have been introduced in various cities, including Orlando, FL, Columbus, OH, San Jose, CA, and Reno, NV. In Reno, buildings are required to meet water performance targets, such as gradually improving their ENERGY STAR water score and ensuring that their water use intensity is as good as or better than half of all similar properties.
- China has recently strengthened its water conservation efforts with the introduction of national-level regulations aimed at addressing the country's water scarcity challenges. The new framework emphasizes improving efficiency in water usage and reducing consumption through advanced technologies and incentive mechanisms. It includes set quotas for various sectors, and restricting water-intensive projects in regions with severe water shortage or groundwater over-exploitation. These regulations are part of China's broader strategy to ensure sustainable water management amidst the uneven distribution of water resources and the impacts of climate change.



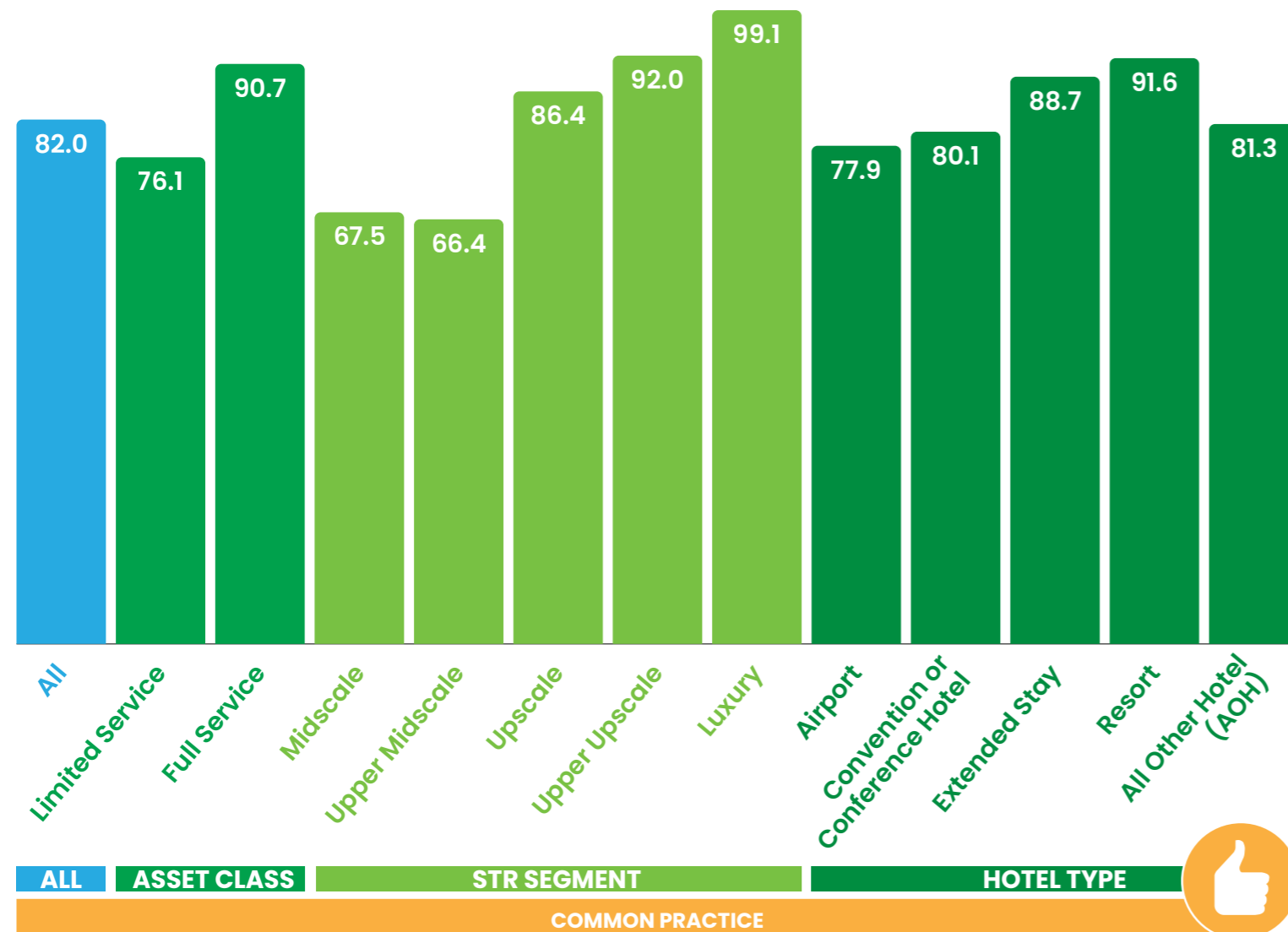


## 7.1 WATER TRACKING

Hotels tracking their water consumption is a common practice globally.

- 82.0% of all hotels track their water consumption, typically at least once a month.
- Full Service hotels (90.7%) are much more likely to track water consumption than Limited Service hotels (76.1%).
- Luxury hotels top the chart, with nearly all (99.1%) tracking their water usage.

Does the property track its water consumption at least once a month? (%)

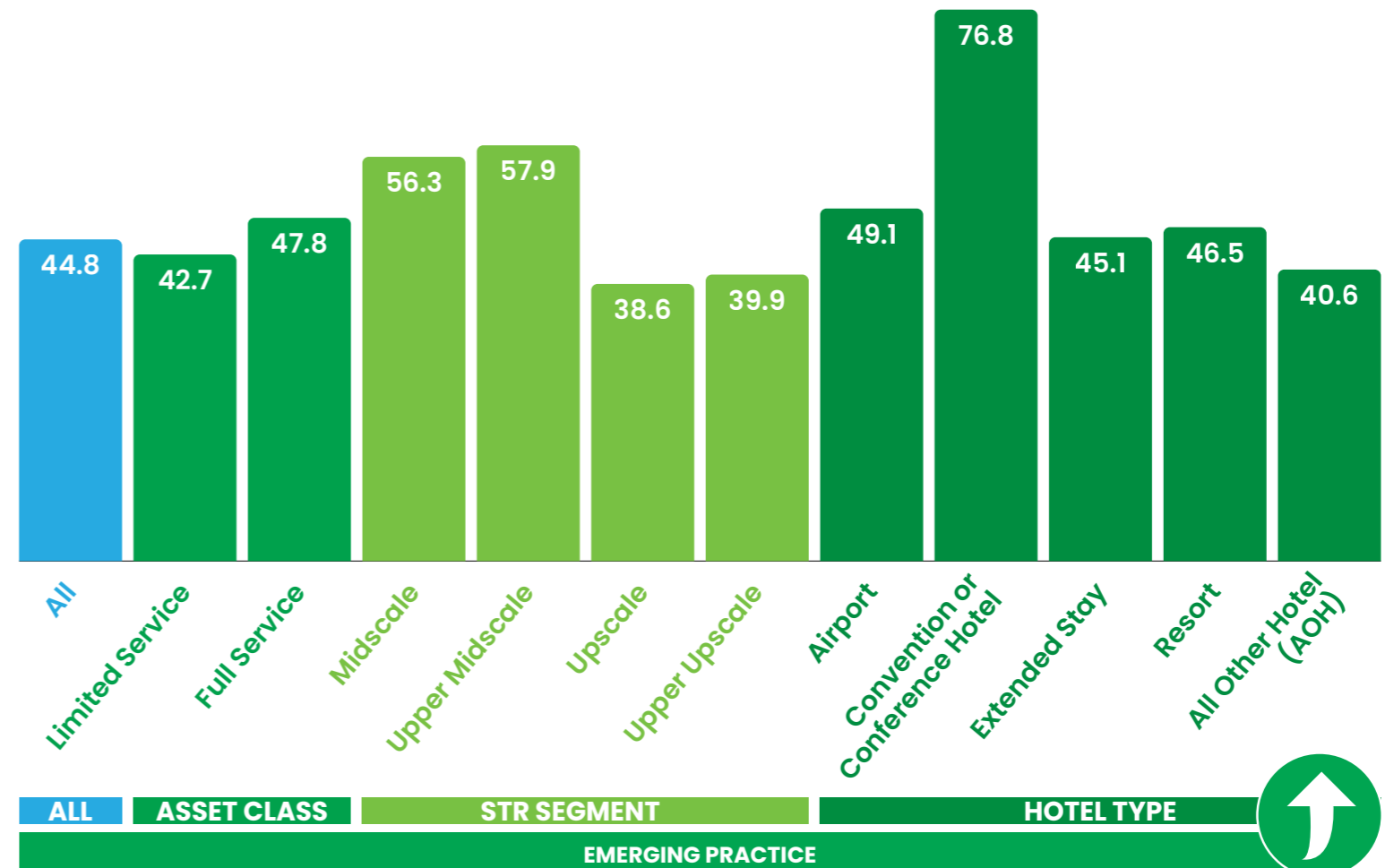


## 7.2 WATER REDUCTION PLAN

Hotels putting in place an action plan to reduce water use, with actions, roles and responsibilities clearly defined, is an emerging practice globally.

- 44.8% of all hotels have an action plan to reduce water use.
- This is an emerging practice across all hotel categories, highlighting a significant opportunity for more hotels to implement water management strategies.

Has the property put in place an action plan to reduce water use, with actions, roles and responsibilities clearly defined? (%)



NOTE: Luxury segment is excluded from this chart due to insufficient data.



### ZANNIER HOTELS OMAANDA, NAMIBIA

Located in a water-scarce wildlife reserve, this hotel emphasizes responsible water management by reducing consumption and prioritizing reuse. Its water-saving measures include low-flush faucets, dual-flush toilets, wastewater treatment and reuse, and towel and linen reuse programs. Still drinking water is also produced, bottled and mineralized in-house.

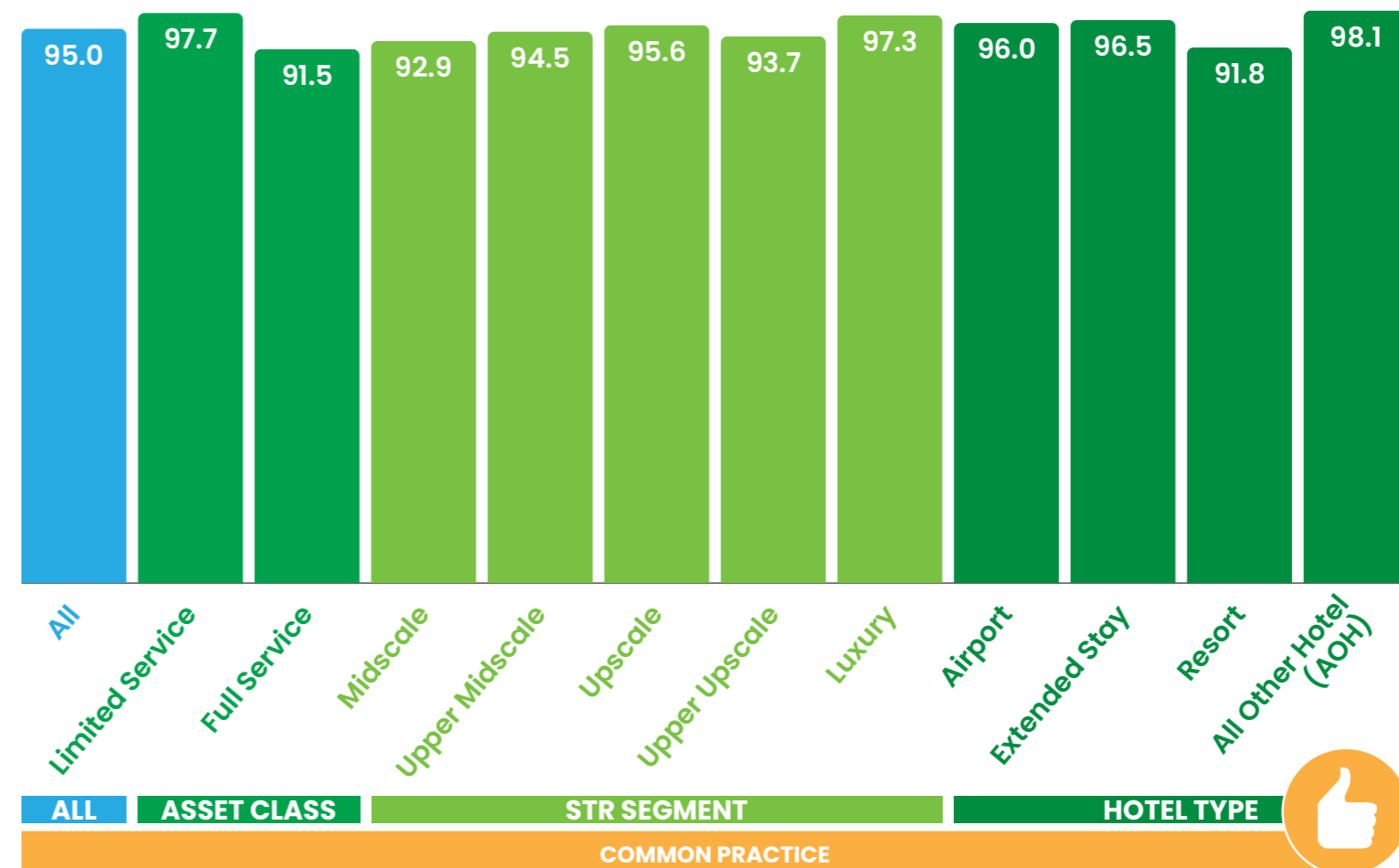
# HOTEL HIGHLIGHTS

## 7.3 HOUSEKEEPING OPT-OUT

Hotels offering guests who stay on property for two or more nights the choice of reduced housekeeping services is a common practice globally. This refers to opting out of housekeeping services or opting for limited housekeeping service (e.g., room is tidied, bed is made, but linens and towels are not replaced).

- 95.0% of all hotels offer guests the choice to opt out of daily housekeeping.
- This high adoption rate is consistently observed across all hotel categories.

Can guests who stay on property for two or more nights opt out of housekeeping services or, alternatively, opt for a limited housekeeping service (e.g., room is tidied, bed is made, but linens and towels are not replaced)? (%)



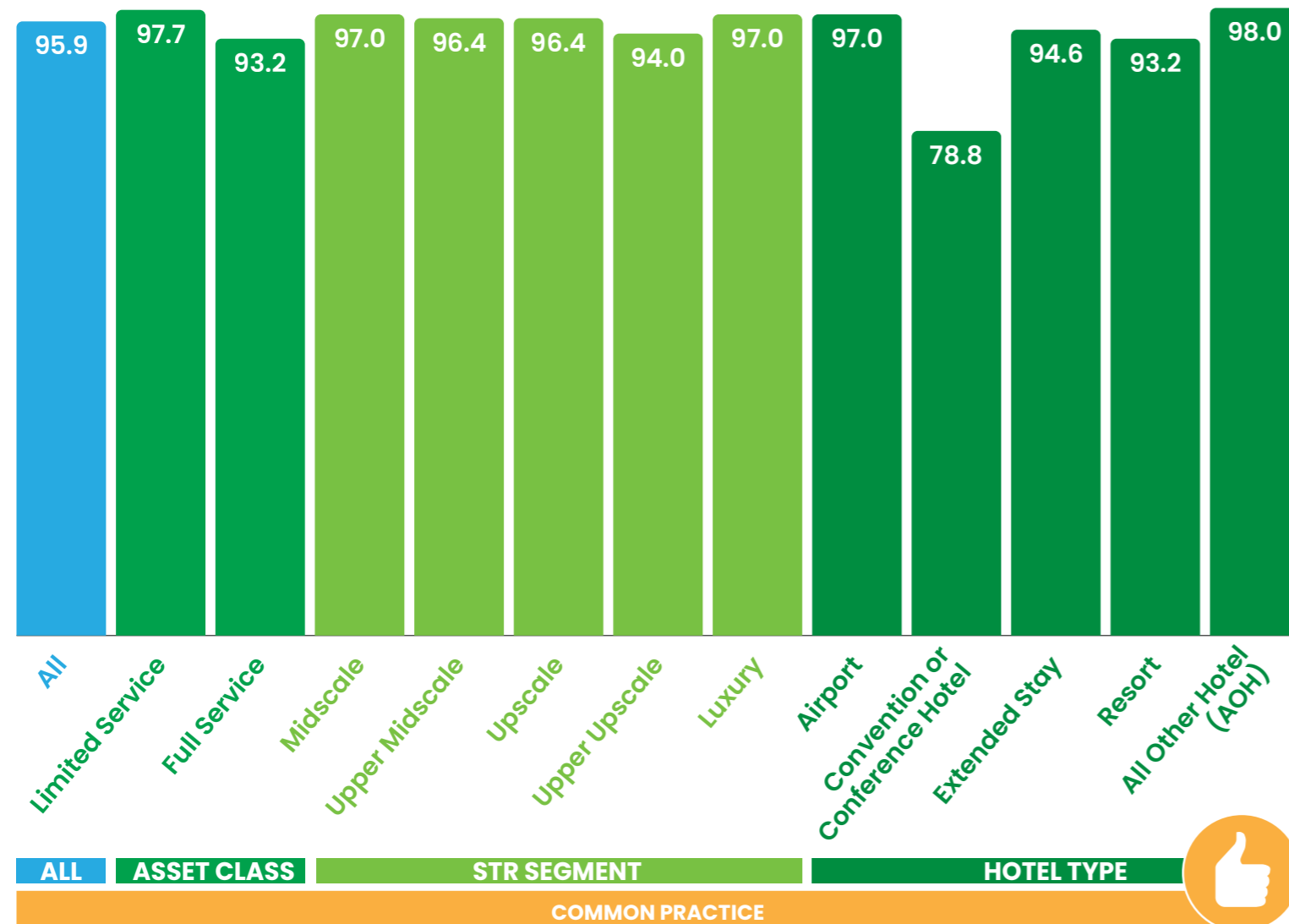
NOTE: Convention/conference segment is excluded from this chart due to insufficient data.

## 7.4 LINEN REUSE PROGRAM

Hotels implementing linen reuse programs is a common practice globally.

- 95.9% of all hotels have a linen reuse program in place.
- Linen reuse programs in hotels are divided between changing out linen every two days (50.5%) and every three days or more (45.2%) by default.
- Only 78.8% of Convention or Conference hotels prioritize such linen reuse programs, possibly due to higher guest turnover and event-related service demands.

■ Is a bed linen reuse program in place? (%)

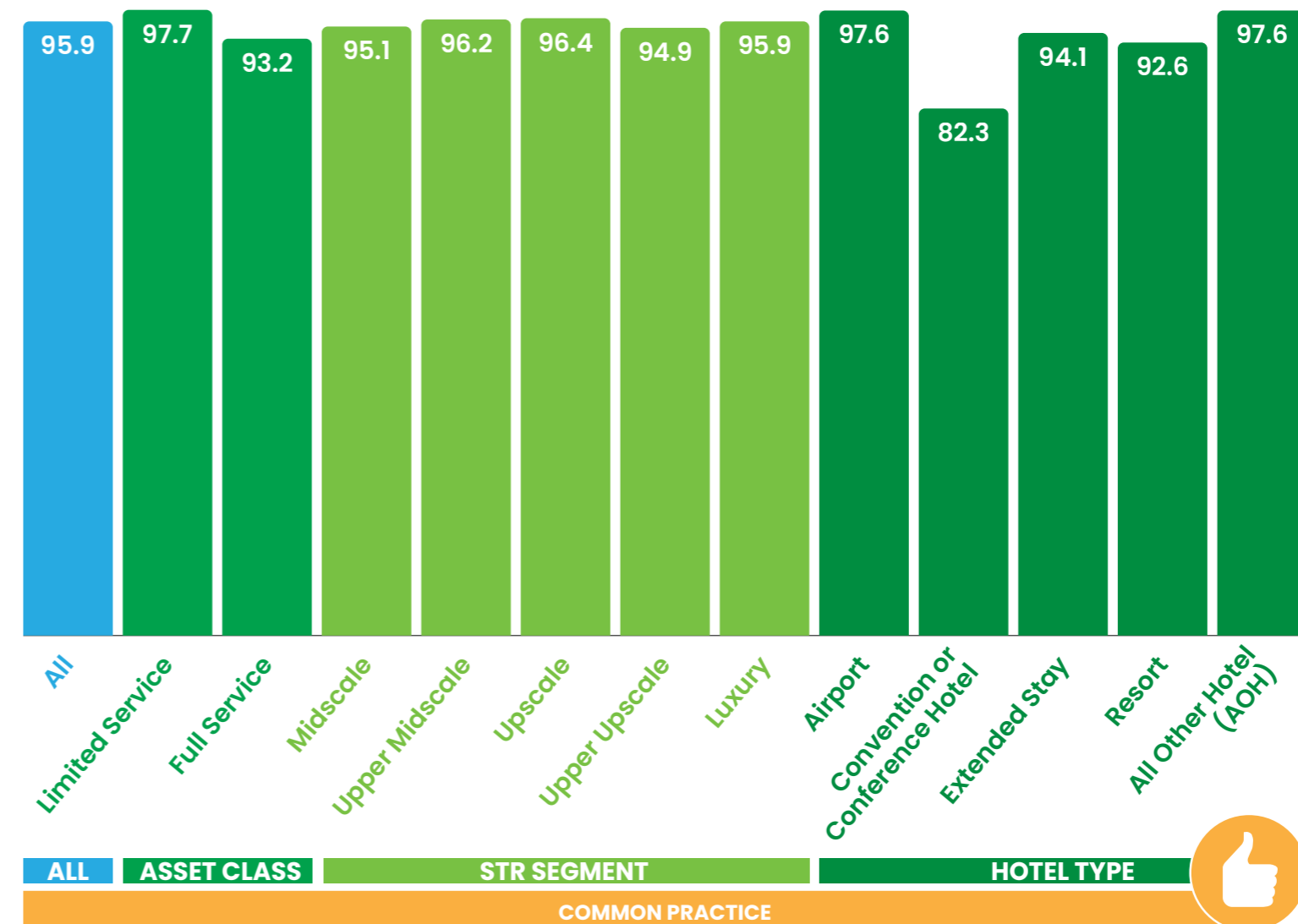


## 7.5 TOWEL REUSE PROGRAM

Hotels implementing a towel reuse program is a common practice globally.

- 95.9% of all hotels have a towel reuse program in place.
- As part of such programs, the vast majority of hotels (92.8%) change towels only upon request by the guest, while the remaining properties follow a schedule of towel replacement every two to three days.

■ Is a towel reuse program in place? (%)

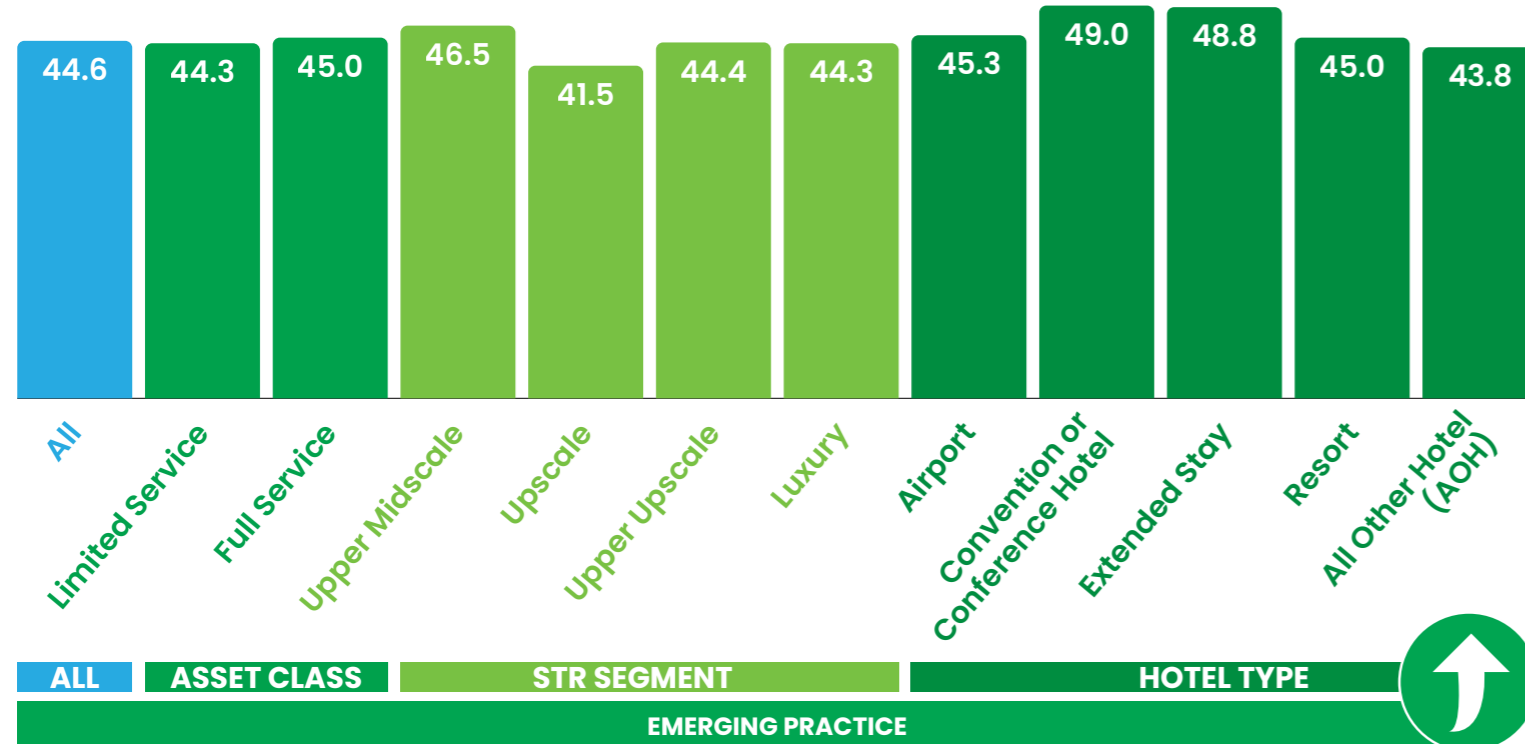


## 7.6 EFFICIENT SHOWERHEADS

Hotels installing showerheads that conserve water by consuming no more than 2 gallons per minute (7.6 liters per minute) is an emerging practice globally.

- 44.6% of all hotels have installed high-efficiency showerheads.
- Across all hotel categories, this is an emerging practice with similar adoption rates. This shows that there is potential for more awareness and improvement in this area.

■ What percentage of showers conserve water by consuming no more than 2 gallons per minute (7.6 liters per minute)? (%)



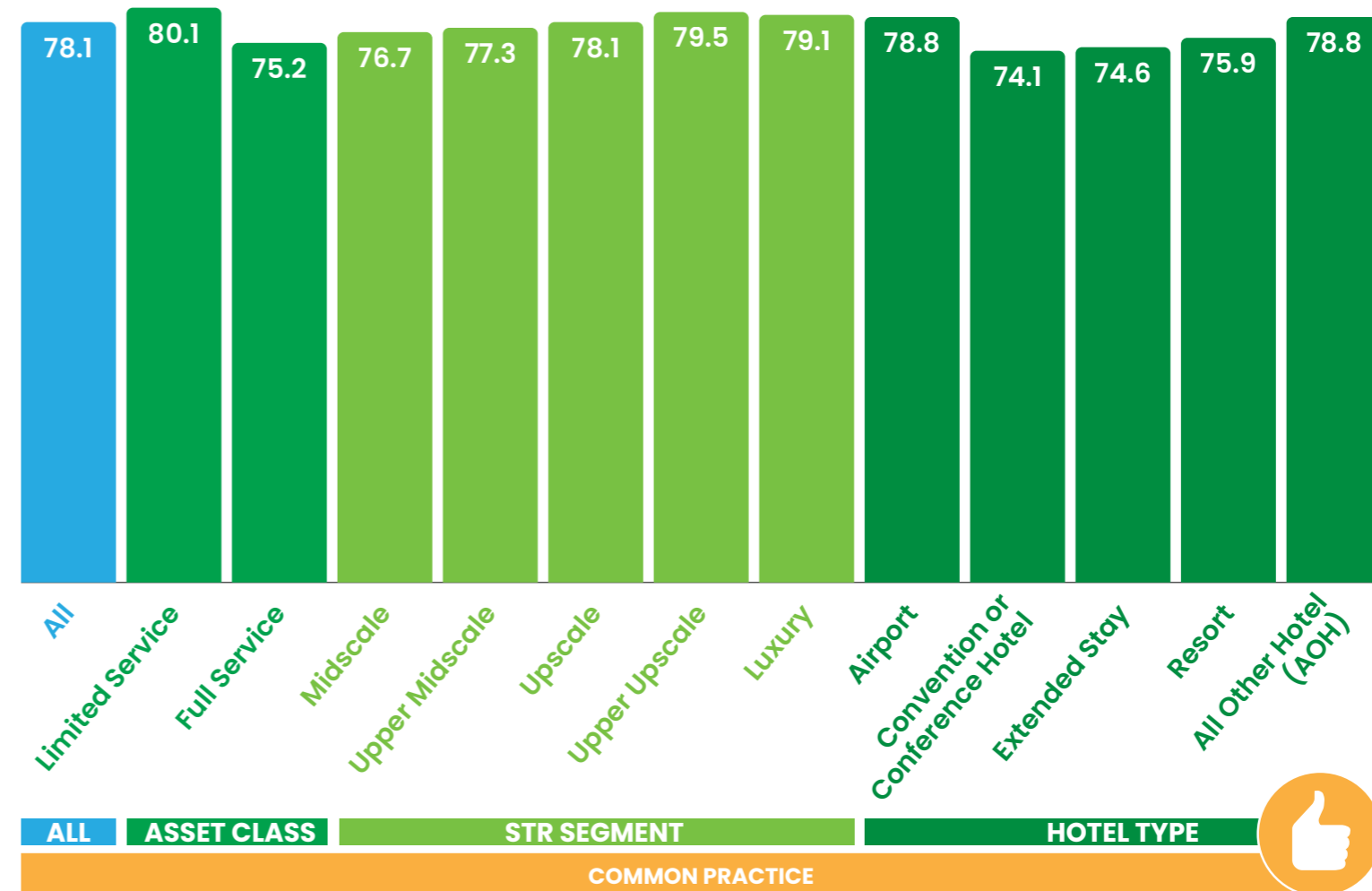
NOTE: Midscale segment is excluded from this chart due to insufficient data.

## 7.7 EFFICIENT TOILETS

Hotels installing efficient toilets that conserve water by consuming no more than 1.6 gallons per flush (6 liters per flush) is a common practice globally.

- 78.1% of all hotels have installed high-efficiency toilets.
- The adoption rate of water efficient toilets is similar across all hotel categories.

■ What percentage of toilets conserve water by consuming no more than 1.6 gallons per flush (6 liters per flush)? (%)

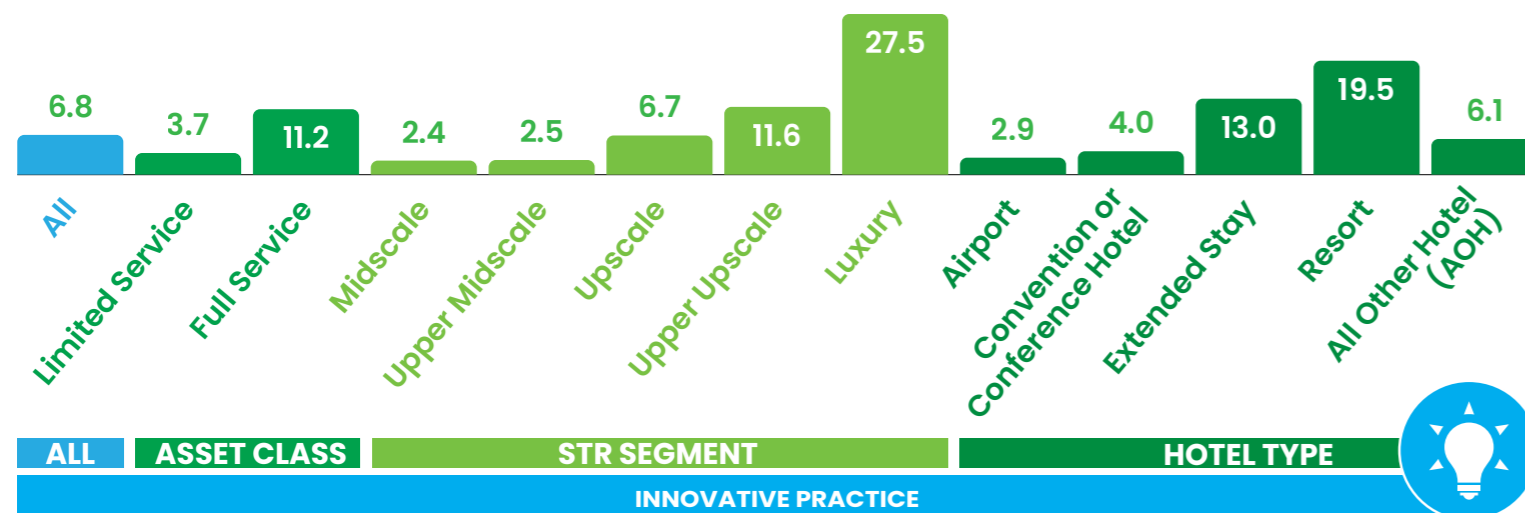


## 7.8 RAINWATER CAPTURE

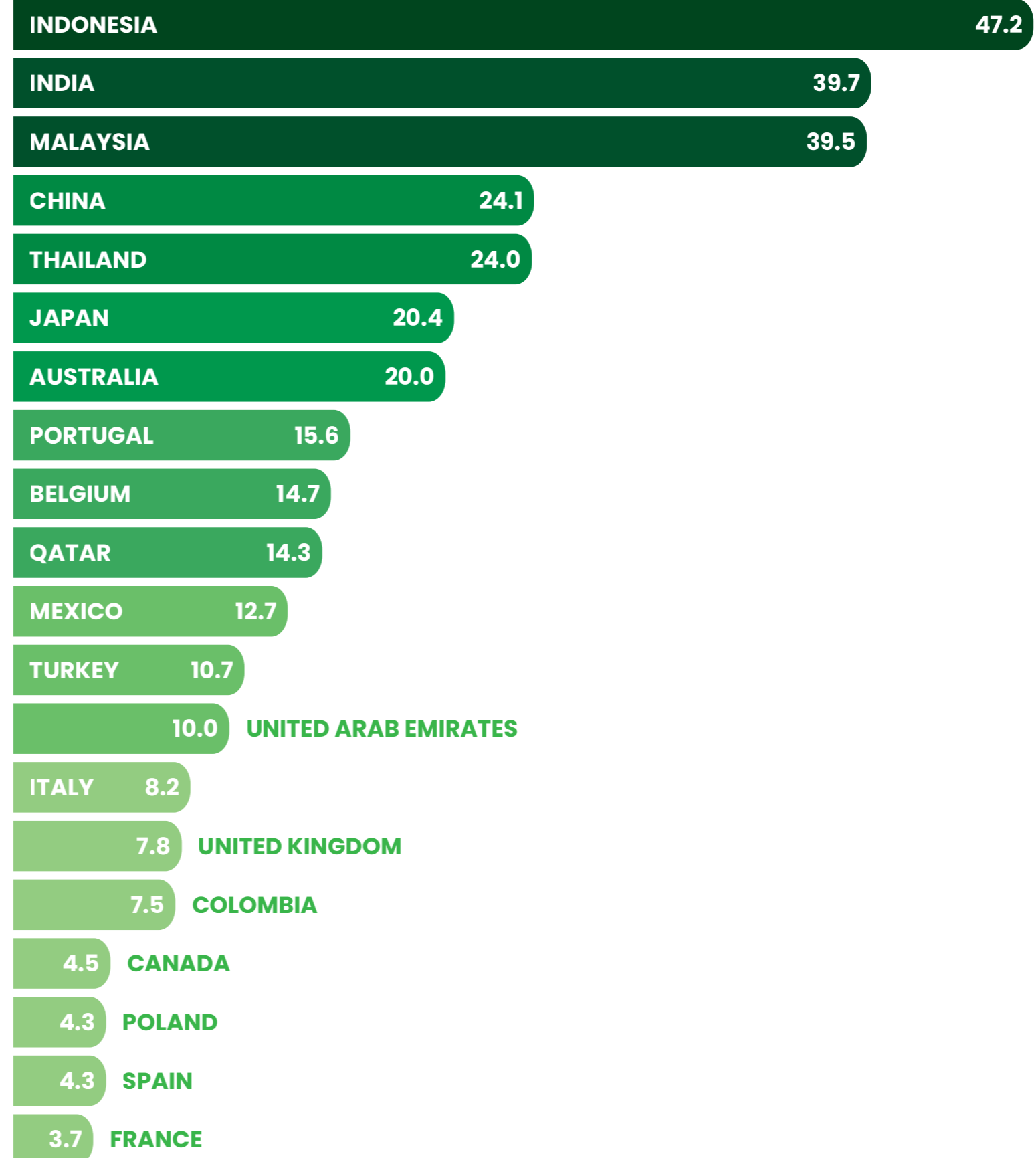
Hotels capturing rainwater for reuse is an innovative practice globally.

- Only 6.8% of all hotels have installed rainwater capture systems.
- By far, Luxury hotels (27.5%) exhibit the highest adoption rate across all hotel categories.
- Resort hotels also show notable uptake (19.5%), likely due to higher water usage needs for maintaining their outdoor amenities, such as gardens and swimming pools.
- Airport hotels and Conference hotels report minimal adoption rates at 2.9% and 4.0% respectively, reflecting lower operational needs for large-scale water reuse systems.
- The top three countries in which hotels utilize rainwater capture systems include Indonesia (47.2%), India (39.7%) and Malaysia (39.5%).

Does the property capture rainwater for reuse? (%)



Country Ranking - Rainwater Capture (%)





**CENTARA GRAND BEACH RESORT & VILLAS HUA HIN**  
THAILAND

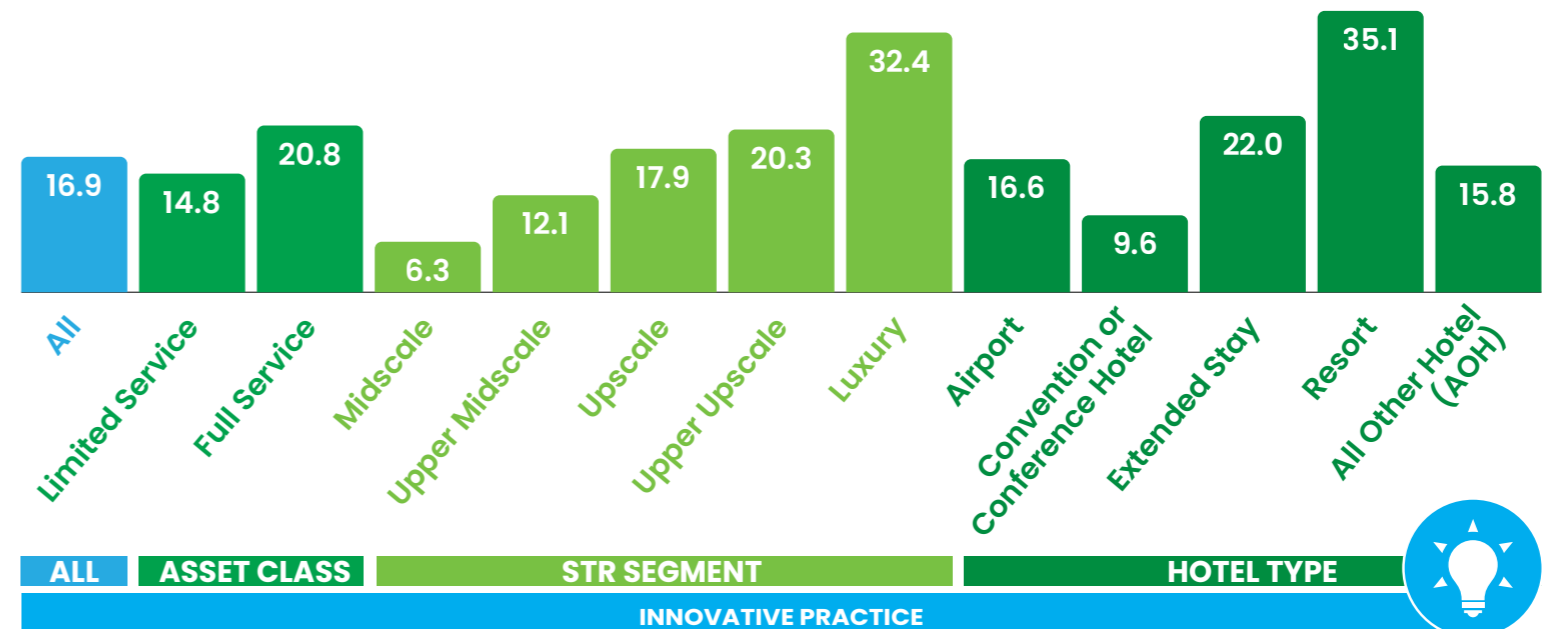
The hotel has an on-site wastewater treatment system and uses the treated wastewater for watering its gardens, as well as cleaning and maintaining the walkways around the property.

## 7.9 WASTEWATER REUSE

Hotels using treated wastewater for non-potable water applications such as irrigation and toilet flushing is an innovative practice globally.

- 16.9% of all hotels reuse treated wastewater.
- Full Service hotels (20.8%) have a higher adoption rate of this practice than Limited Service hotels (14.8%).
- Resort hotels are in the lead among all hotel types, with more than one-third (35.1%) reusing treated wastewater, likely due to their higher water consumption needs for swimming pools, golf courses, and lush landscapes.

■ Does the property use treated wastewater for non-potable water applications such as irrigation and toilet flushing? (%)

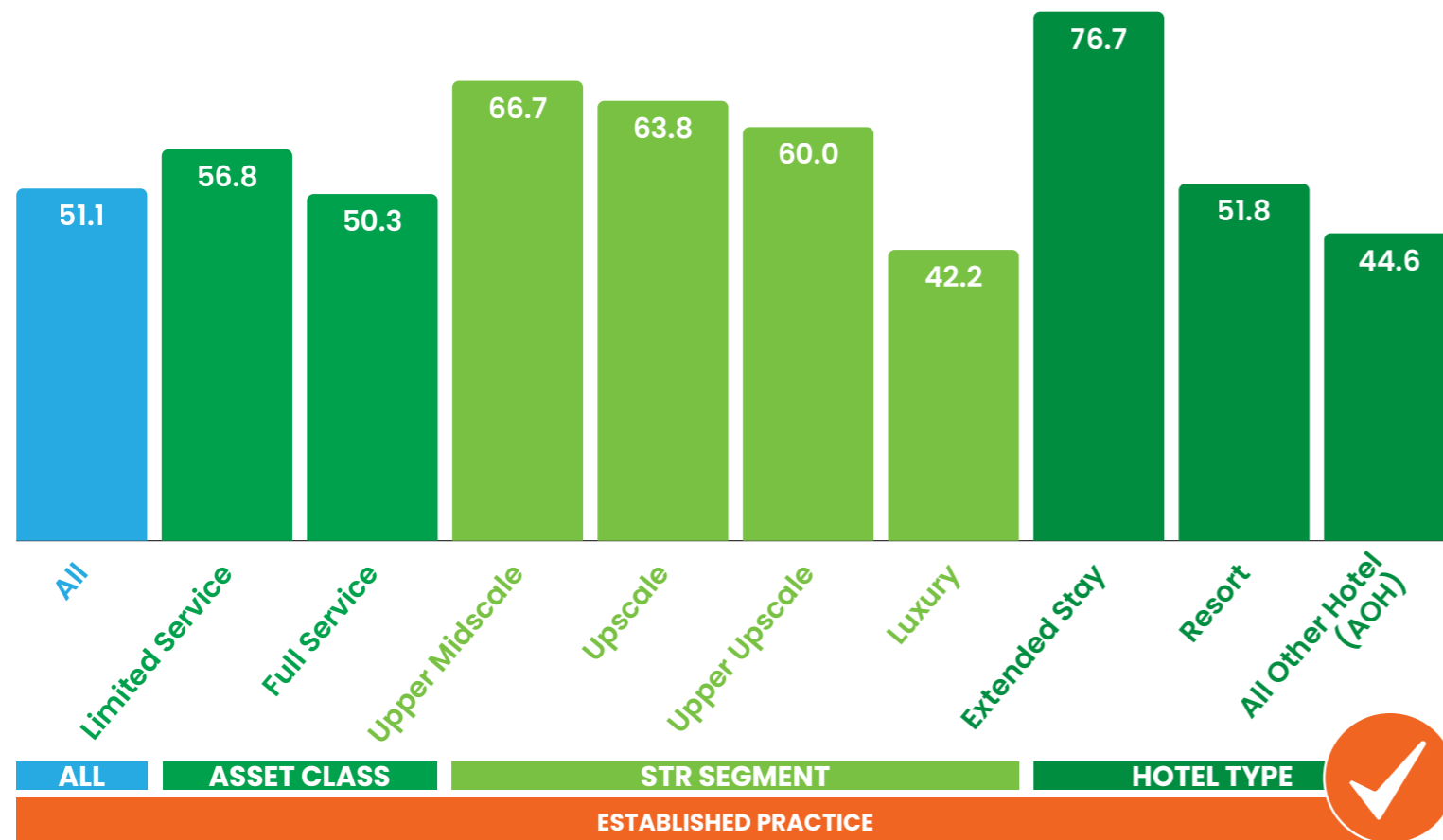


## 7.10 WATER-EFFICIENT LAUNDRY EQUIPMENT

Hotels using water-efficient laundry equipment (e.g., front-loading washers, tunnel washers, ozone laundry systems) is an established practice globally.

- 51.1% of all hotels use water-efficient laundry equipment.
- This is an established practice across most hotel categories.
- Extended Stay hotels lead with 76.7% adoption, reflecting the importance of water-efficient systems in long-stay properties that handle large laundry volumes over time.

■ Does the property have water-efficient laundry equipment (e.g., front-loading washers, tunnel washer, ozone laundry system)? (%)



NOTE: Midscale, Convention/conference, and Airport segments are excluded from this chart due to insufficient data.

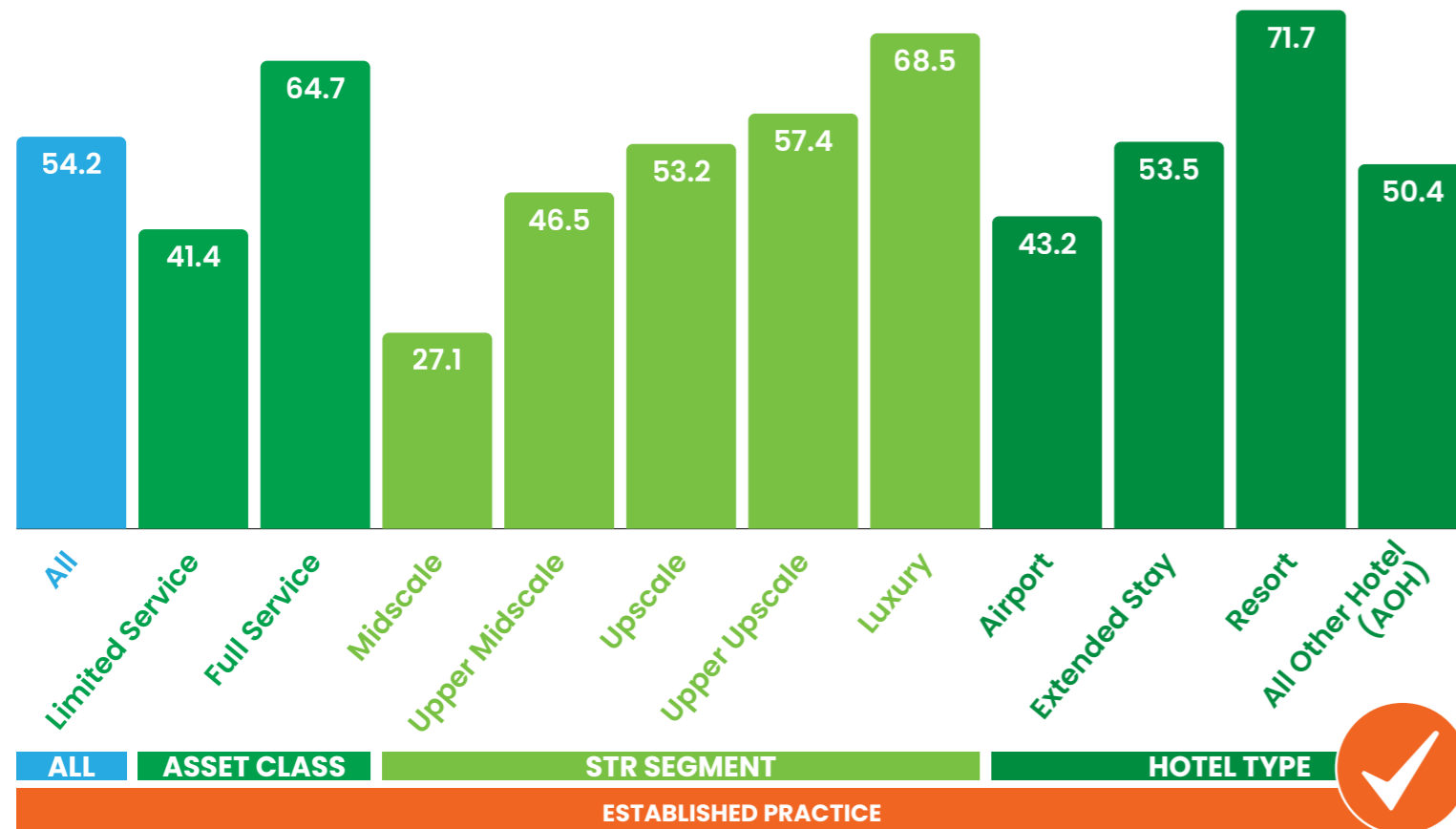


## 7.11 DROUGHT-TOLERANT LANDSCAPING

Hotels using native or drought-tolerant landscaping to reduce irrigation needs is an established practice globally.

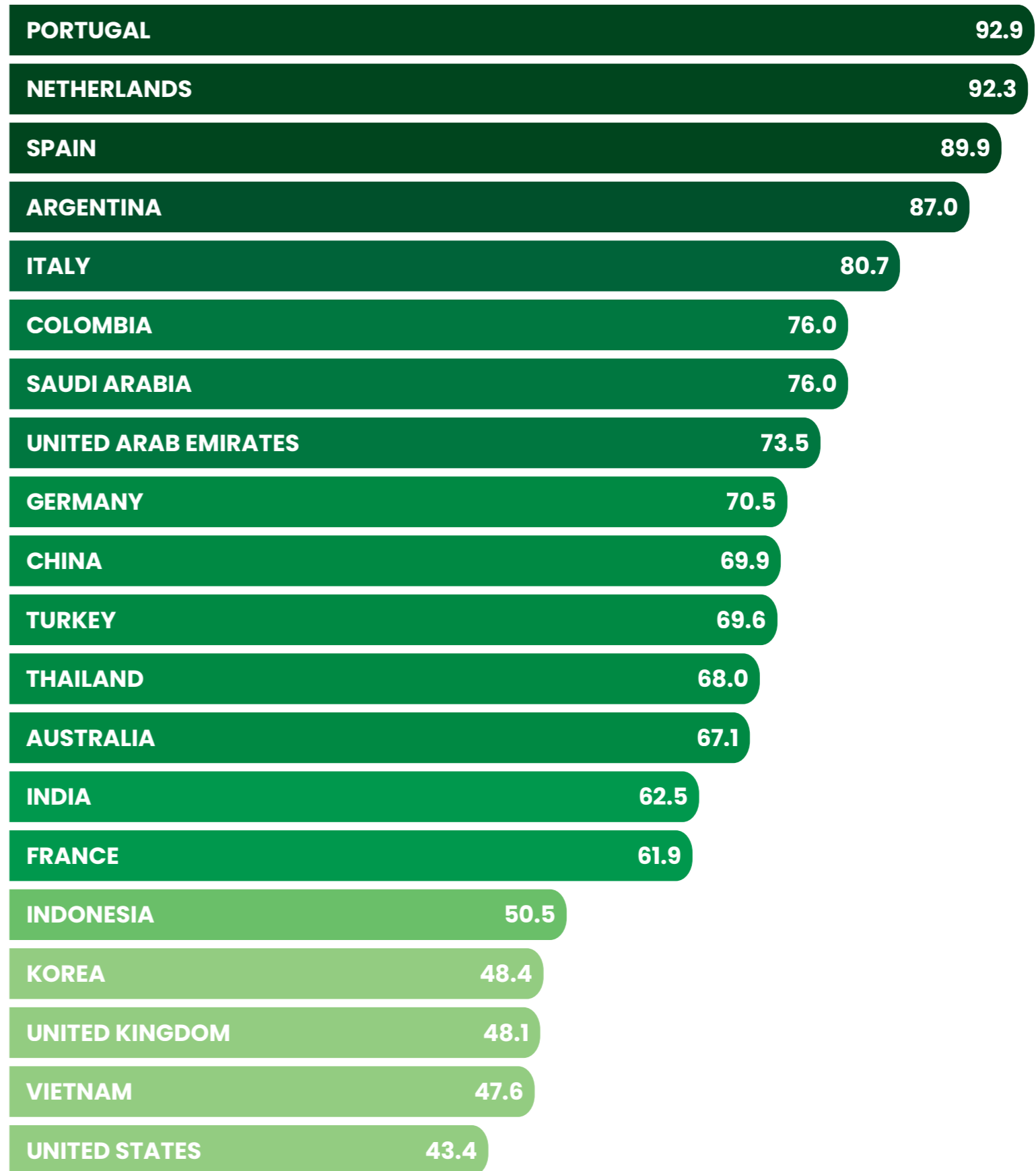
- 54.2% of all hotels implement native or drought-tolerant landscaping.
- Full Service hotels (64.7%) report a higher adoption rate than Limited Service hotels (41.4%).
- Across the STR chain scale, hotel segments display progressively higher adoption of native or drought-tolerant landscaping, with 68.5% of Luxury hotels doing so.
- The top three countries adopting this practice are Portugal (92.9%), the Netherlands (92.3%) and Spain (89.9%).

■ Is native or drought-tolerant landscaping used to reduce irrigation needs? (%)



NOTE: Convention/conference segment is excluded from this chart due to insufficient data.

## Country Ranking - Drought-tolerant Landscaping (%)







## CHSB INSIGHTS: WATER

The median hotel water usage per occupied room was assessed for the top 15 countries with the most tourist arrivals in 2023 (based on the [UN Tourism Data Dashboard](#)). The efficiency gap ratio, calculated by dividing the upper quartile intensity by the lower quartile intensity, was assessed to analyze the water performance within each country. The analysis focuses on the water performance of the most visited countries to offer insights into the water demands associated with large-scale tourism.

The water usage intensity was calculated using hotel water consumption data in 2022, collected for the Cornell Hotel Sustainability Benchmarking Index (CHSB) 2024. CHSB is an industry-led global data collection and benchmarking initiative, with data on energy, water, and carbon emissions from over 27,000 hotels globally.

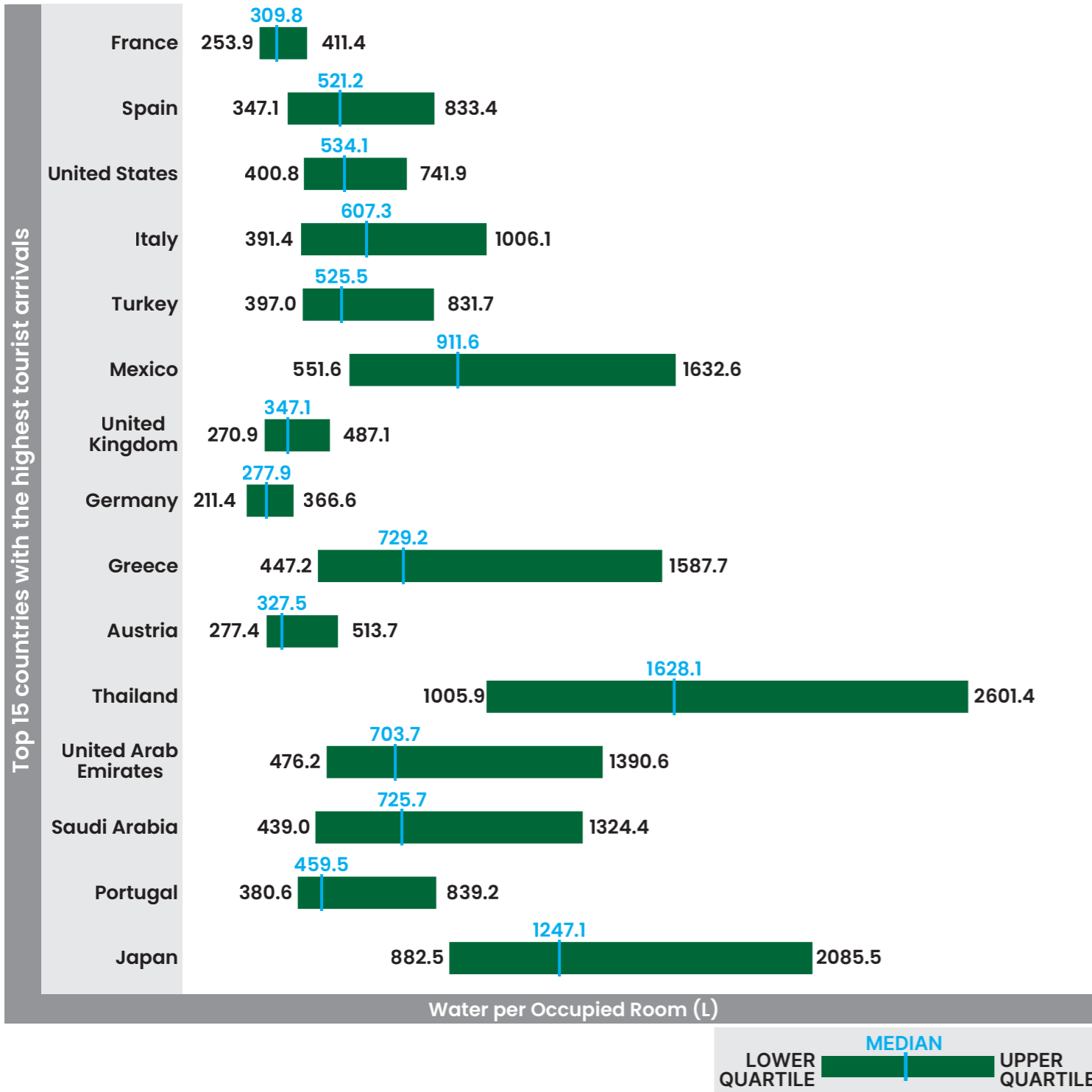
For a further breakdown of the water intensity of the remaining countries and other environmental performance metrics, please refer to the latest CHSB report and public tool available on the [Greenview website](#).

### WATER USAGE INTENSITY

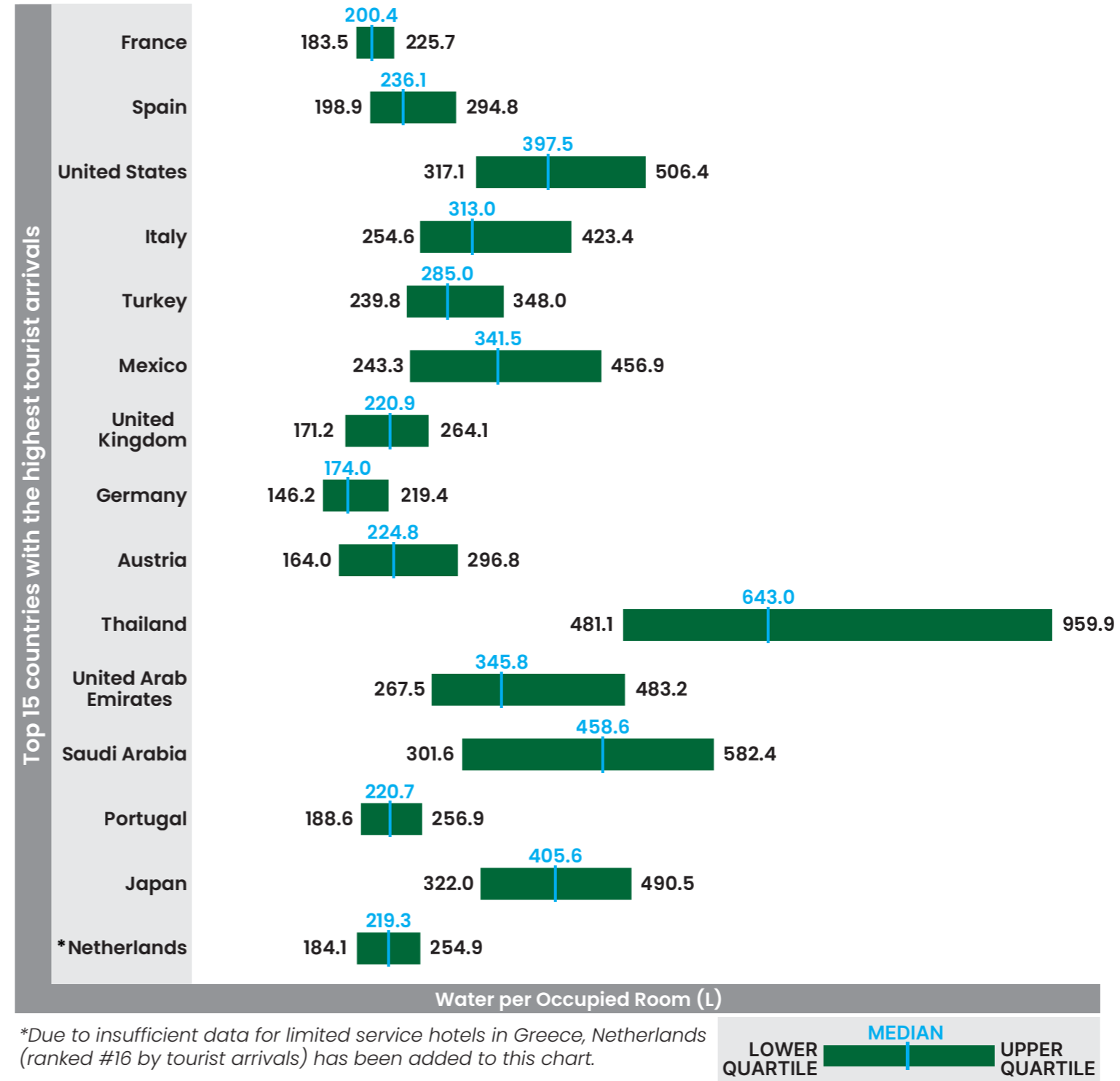
- Among Full Service hotels, the three best-performing countries with the lowest water usage per occupied room are Germany (277.9 L), France (309.8 L), and Austria (327.5 L).
- Among Limited Service hotels, the three best-performing countries with the lowest water usage per occupied room are Germany (174.0 L), France (200.4 L), and the Netherlands (219.3 L).
- Between the two service types, Limited Service hotels tend to have a lower median for water usage intensity than Full Service hotels.



### 2022 Water Intensity of Full Service Hotels in the top 15 countries with the most tourist arrivals



### 2022 Water Intensity of Limited Service Hotels in the top 15 countries with the most tourist arrivals



\*Due to insufficient data for limited service hotels in Greece, Netherlands (ranked #16 by tourist arrivals) has been added to this chart.

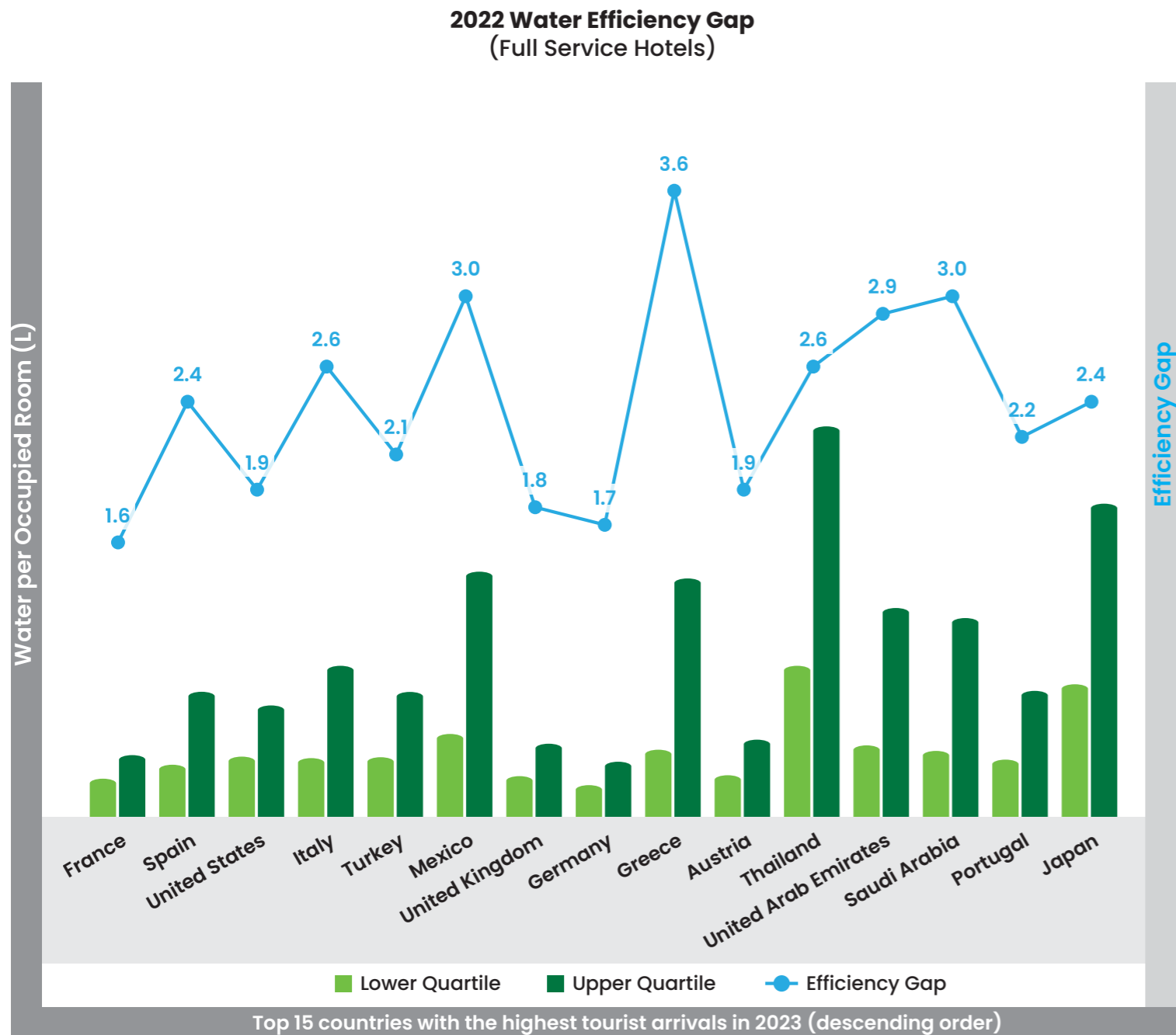
- Lower Quartile – the 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.
- Median – the middle value found within the geography and segment grouping.
- Upper Quartile – the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.



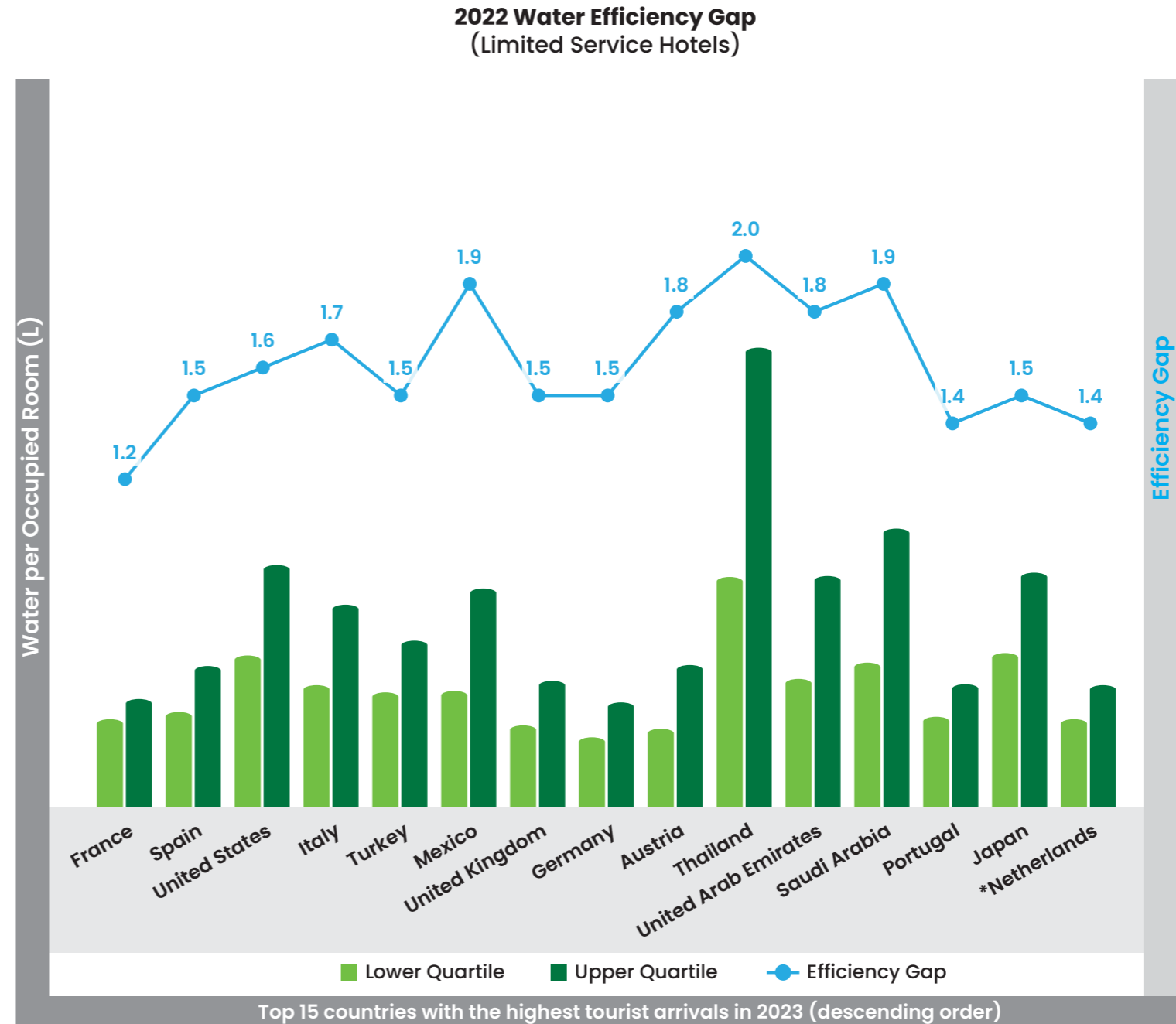
## WATER EFFICIENCY GAP

The difference in water consumption per occupied room between hotels in the upper quartile (performers with more room for improvement) compared to the lower quartile (better performers) is high across all countries. This is indicated by the large efficiency gap ratios, calculated by dividing the upper quartile intensity with the lower quartile intensity for each country.

- For **Full Service** hotels, the water efficiency gap ranges from 1.6 to 3.6 across the 15 countries. This indicates that the best-performing hotels in a country can perform between 1.6 to 3.6 times better than their peers within the same country.



- For **Limited Service** hotels, the water efficiency gap is lower, between 1.2 to 2.0 across the 15 countries.
- The **high water efficiency gap** across most countries indicates opportunities for hotels within the upper quartile to reduce their water consumption.



\*Due to insufficient data for limited service hotels in Greece, Netherlands (ranked #16 by tourist arrivals) has been added to this chart.

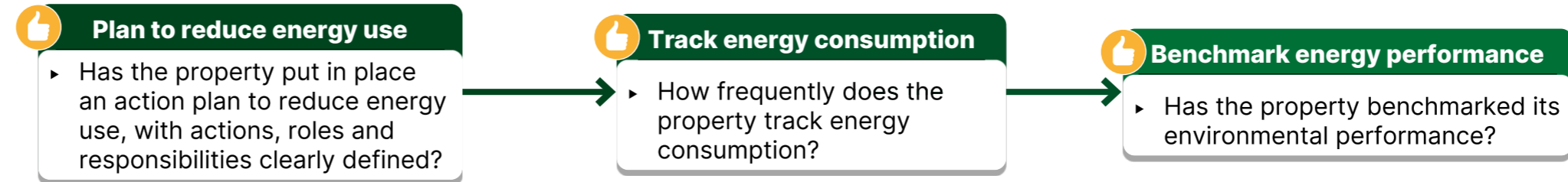


4.8  
**ENERGY  
MANAGEMENT**



# ENERGY MANAGEMENT

Citadines Barbican page 97



## Improve efficiency

**Info Box**

- Apart from using energy-efficient equipment, maintaining HVAC equipment, including cleaning filters and coils, and optimizing refrigeration and hot water systems are key measures to reduce energy consumption.

**Install LED light bulbs**

- What percentage of the property's light bulbs are LEDs?

**Energy-efficient HVAC systems in rooms**

- What percentage of guest-rooms are fitted with sensors or key card switches that automatically adjust the room's HVAC system to a more energy efficient mode when it is not occupied?

**Energy-efficient HVAC systems in meeting spaces or front-of-house**

- What percentage of meeting rooms and other similar seldom occupied front-of-house spaces are fitted with sensors that automatically adjust the room's HVAC system to a more energy efficient mode when it is not occupied?

Common Practice  
 Established Practice  
 Emerging Practice  
 Innovative Practice



## 8. ENERGY MANAGEMENT

**E**nergy use is a major contributor to a hotel's carbon emissions and other environmental impacts, such as those from energy extraction processes and air pollution from fossil fuel burning. For hotels, energy expenses are also the second largest operating cost after employment. Improving energy performance not only benefits the environment but also makes economic sense. From our data, four in five hotels actively track their energy usage at least once a month and have action plans to reduce energy consumption. Among those that track energy usage, the data is most often used for internal benchmarking across their company portfolio. Hotels may also participate in external benchmarking initiatives, such as the Cornell Hotel Sustainability Benchmarking Index and Energy Star Portfolio Manager, to understand how they fare against industry peers.

Most hotels have implemented energy efficiency measures, such as installing LED lighting and energy-efficient HVAC systems controlled by sensors or keycard switches. An innovative best practice is electrification, replacing fossil fuel-based equipment and appliances with electric alternatives—a practice currently adopted by 3.7% of hotels. For example, hotels could make the switch from a gas boiler to an electric one. As the renewable energy mix in electricity grids increases, electrification will further contribute to reducing overall carbon emissions.

Discover six energy best practices in this chapter.

### COMMON PRACTICES

- 94.7% of all hotels benchmark their environmental performance.
- 83.1% of all hotels track their energy consumption, most of whom do so on a monthly basis.
- 77.4% of all hotels have an action plan in place to reduce energy use.

### ESTABLISHED PRACTICES

- Over half of all hotels use energy-efficient LEDs in more than 75% of their light bulbs.

### EMERGING PRACTICES

- 31.6% of all hotels equip meeting rooms and front-of-house areas with sensors to optimize energy efficiency when they are not occupied.

### INNOVATIVE PRACTICES

- 18.3% of all hotels equip guestrooms with sensors or key card switches to optimize energy efficiency when they are not occupied.

### Policy and Trends

- The EU's revised Energy Performance of Buildings Directive, which entered into force on 28 May 2024, seeks to decarbonize the EU's building stock by 2050. By 2030, all new buildings must be zero-emission, and buildings must also meet minimum energy performance standards.
- In the U.S., there has been a significant shift toward the adoption and implementation of Building Performance Standards (BPS) policies. Such policies require commercial buildings to meet certain performance levels, typically for energy use or greenhouse gas emissions. Almost 25% of U.S. states have BPS policies either at the state, county, or city level.
- In Singapore, the Green Mark Incentive Scheme for Existing Buildings (GMIS-EB) 2.0 aims to green 80% of the country's buildings by 2030 by raising energy performance. The Scheme offers support to building owners by lowering the upfront capital costs for energy efficiency retrofits and improving the returns on investment, particularly for buildings meeting Super Low Energy or Zero Energy standards.



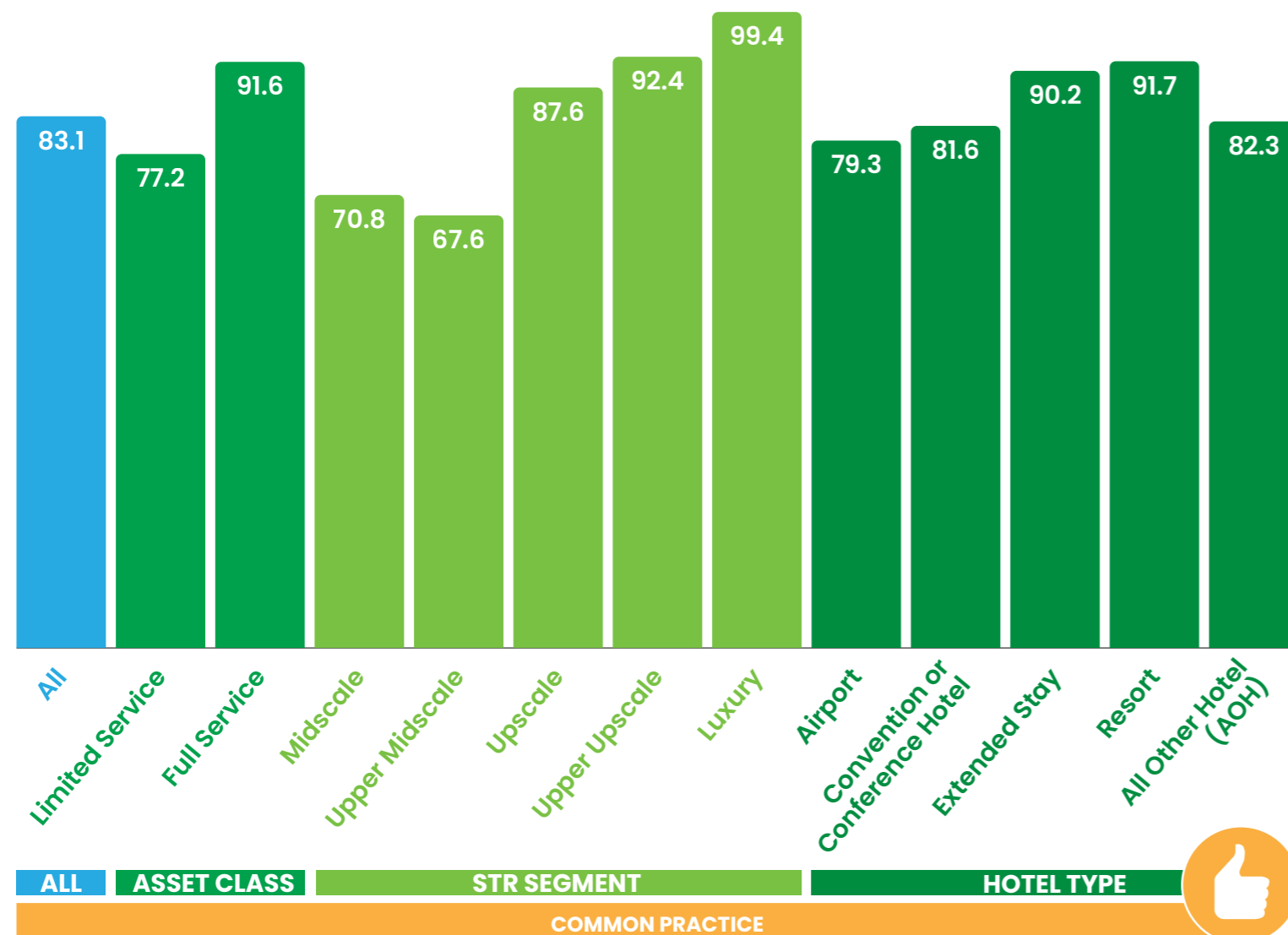
## 8.1 ENERGY TRACKING

Hotels tracking energy consumption is a common practice globally.

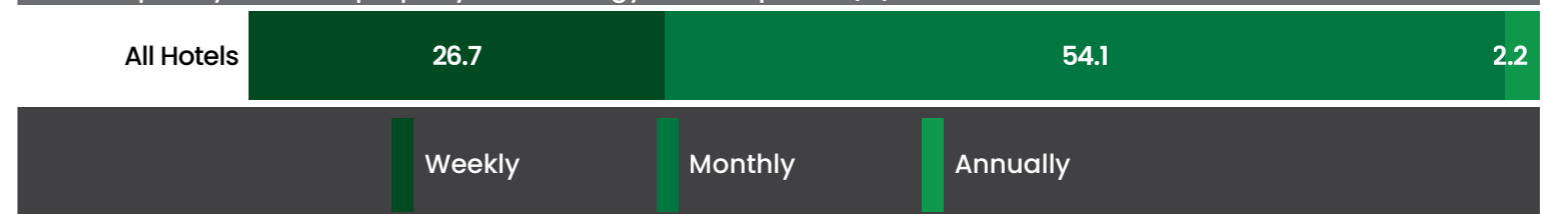
- 83.1% of all hotels track their energy consumption.
- One in two hotels track this monthly while one in four hotels track their energy usage more frequently, on a weekly basis.

- Limited Service hotels have a 77.2% tracking rate, slightly below the overall average.
- Full Service hotels perform better, with 91.6% tracking, reflecting a stronger focus on energy monitoring in this segment.
- Luxury and high-end hotels outperform other segments, likely due to heightened regulatory, brand, and guest expectations related to sustainability.
- Midscale and Upper Midscale hotels show lower tracking rates, possibly due to fewer resources or lower pressure to adopt sustainability practices.

Does the property track its energy consumption? (%)



How frequently does the property track energy consumption? (%)

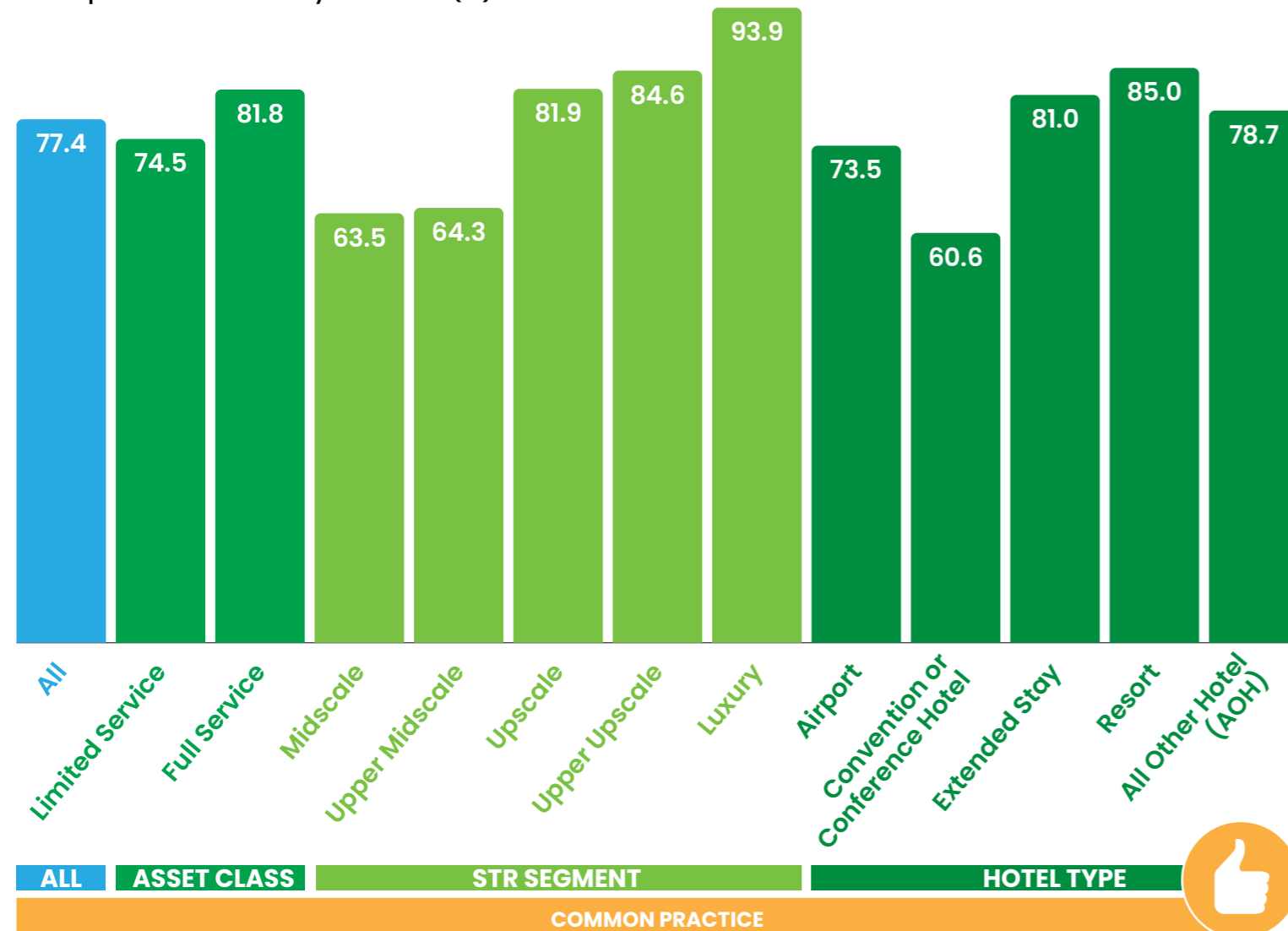


## 8.2 ENERGY REDUCTION PLAN

Hotels putting in place an action plan to reduce energy use, with actions, roles and responsibilities clearly defined is a common practice globally.

- 77.4% of all hotels have an action plan in place to reduce energy use.
- Luxury hotels are the most likely to have an energy reduction plan (93.9%), indicating their strong emphasis on energy management, likely due to their high operational energy demands.
- Resorts (85.0%) and Upper Upscale hotels (84.6%) also show high adoption rates.
- Conference or Convention hotels trail behind, with only 60.6% having an energy reduction plan, suggesting potential room for improvement given their typically high energy usage for large-scale events and meetings.

Has the property put in place an action plan to reduce energy use, with actions, roles and responsibilities clearly defined? (%)

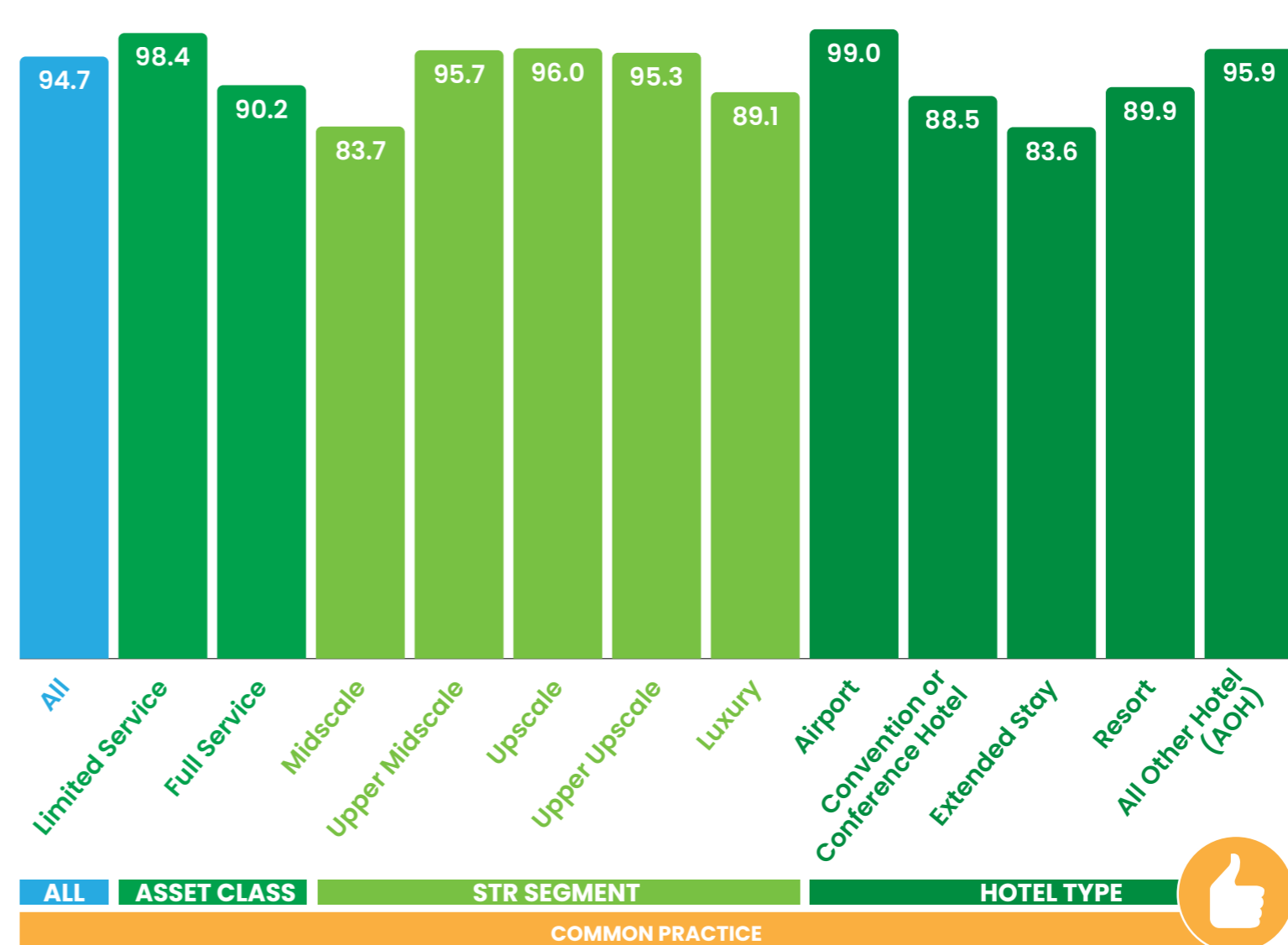


## 8.3 BENCHMARK ENVIRONMENTAL PERFORMANCE

Hotels benchmarking their environmental performance is a common practice globally.

- 94.7% of all hotels benchmark their environmental performance.
- This is a common practice, regardless of hotel category.
- Most hotels benchmark their environmental performance internally, across the company portfolio, but there is also an increasing number of hotels that participate in external benchmarking initiatives like the Cornell Hotel Sustainability Benchmarking Index (CHSB) and Energy Star Portfolio Manager.

Has the property benchmarked its environmental performance? (%)







**CITADINES BARBICAN**  
LONDON, UNITED KINGDOM

The comprehensive Guest Room Energy Management System leverages technology to minimize energy consumption, which leads to significant cost savings. The system controls air-conditioning, general power and appliances, lighting, and even towel rails. Since its installation in July 2023, it has achieved emissions reductions exceeding 40,000 kgCO2e.

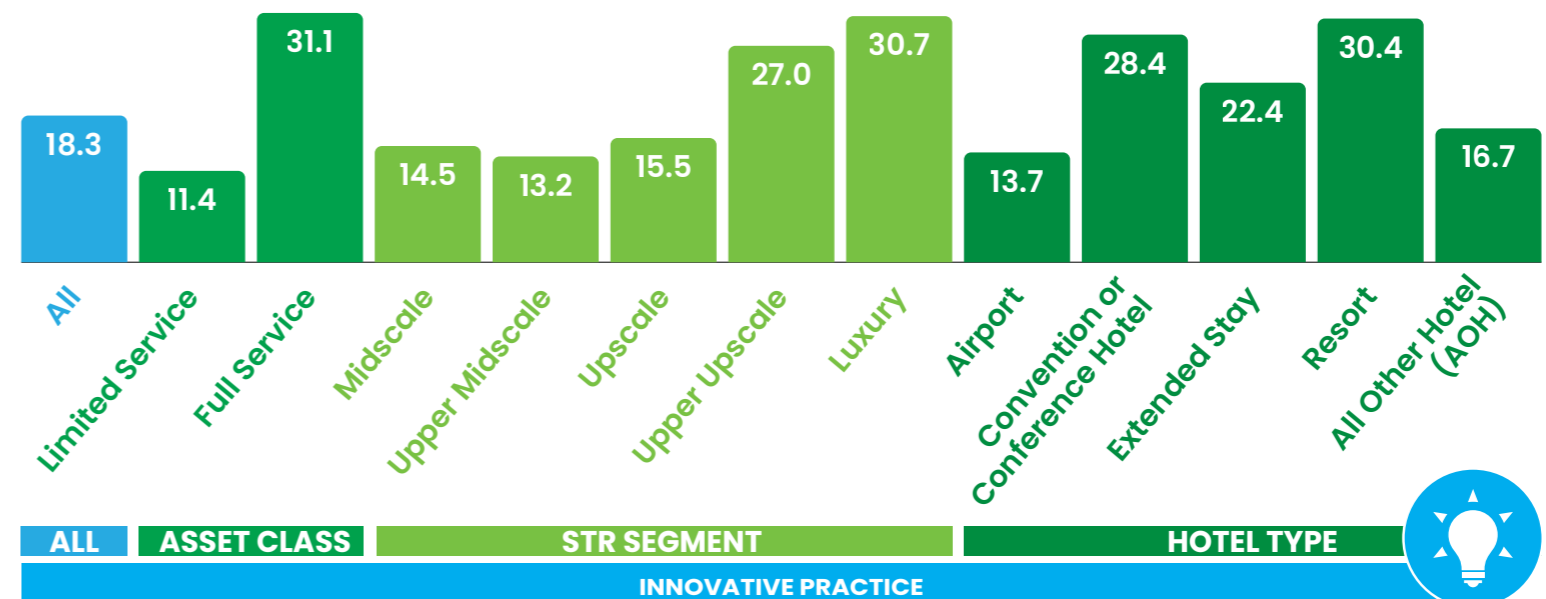
# HOTEL HIGHLIGHTS

## 8.4 KEYCARD SWITCHES AND SENSORS IN GUESTROOMS

Hotels having over three-quarters of guestrooms fitted with sensors or key card switches that automatically adjust the room’s HVAC system to a more energy efficient mode when not occupied is an innovative practice globally.

- 18.3% of all hotels equip guestrooms with sensors or key card switches to optimize energy efficiency when they are not occupied.
- Full Service hotels show the highest adoption rate at 31.1%, while Limited Service hotels exhibit a much lower adoption rate at 11.4%.
- Luxury and Resort hotels also perform well, with 30.7% and 30.4% installing such keycard switches and sensors respectively.

■ Does the property have over three-quarters of guestrooms fitted with sensors or key card switches that automatically adjust the room’s HVAC system to a more energy efficient mode when it is not occupied? (%)

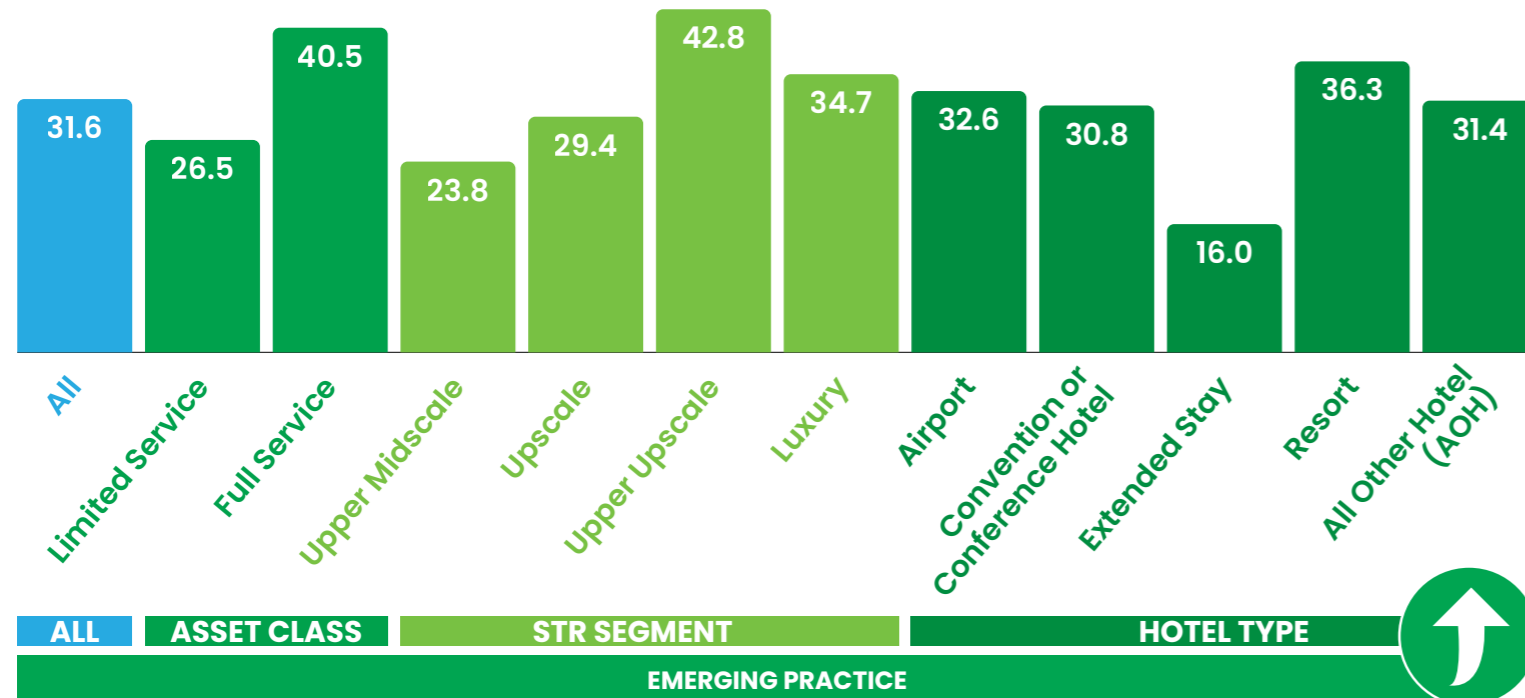


## 8.5 OCCUPANCY SENSORS IN MEETING ROOMS AND FRONT-OF-HOUSE

Hotels fitting over three-quarters of meeting rooms and other similar seldom occupied front-of-house spaces with sensors that automatically adjust the room's HVAC system to a more energy efficient mode when not occupied is an emerging practice globally.

- 31.6% of all hotels equip meeting rooms and front-of-house areas with sensors to optimize energy efficiency when they are not occupied.
- Full Service hotels report 40.5% adoption, while Limited Service hotels report 26.5% adoption. The lower adoption rate in Limited Service hotels may be due to fewer common spaces and associated energy use.

■ Does the property have over three-quarters of meeting rooms and other similar seldom-occupied front-of-house spaces fitted with sensors that automatically adjust the room's HVAC system to a more energy efficient mode when it is not occupied? (%)



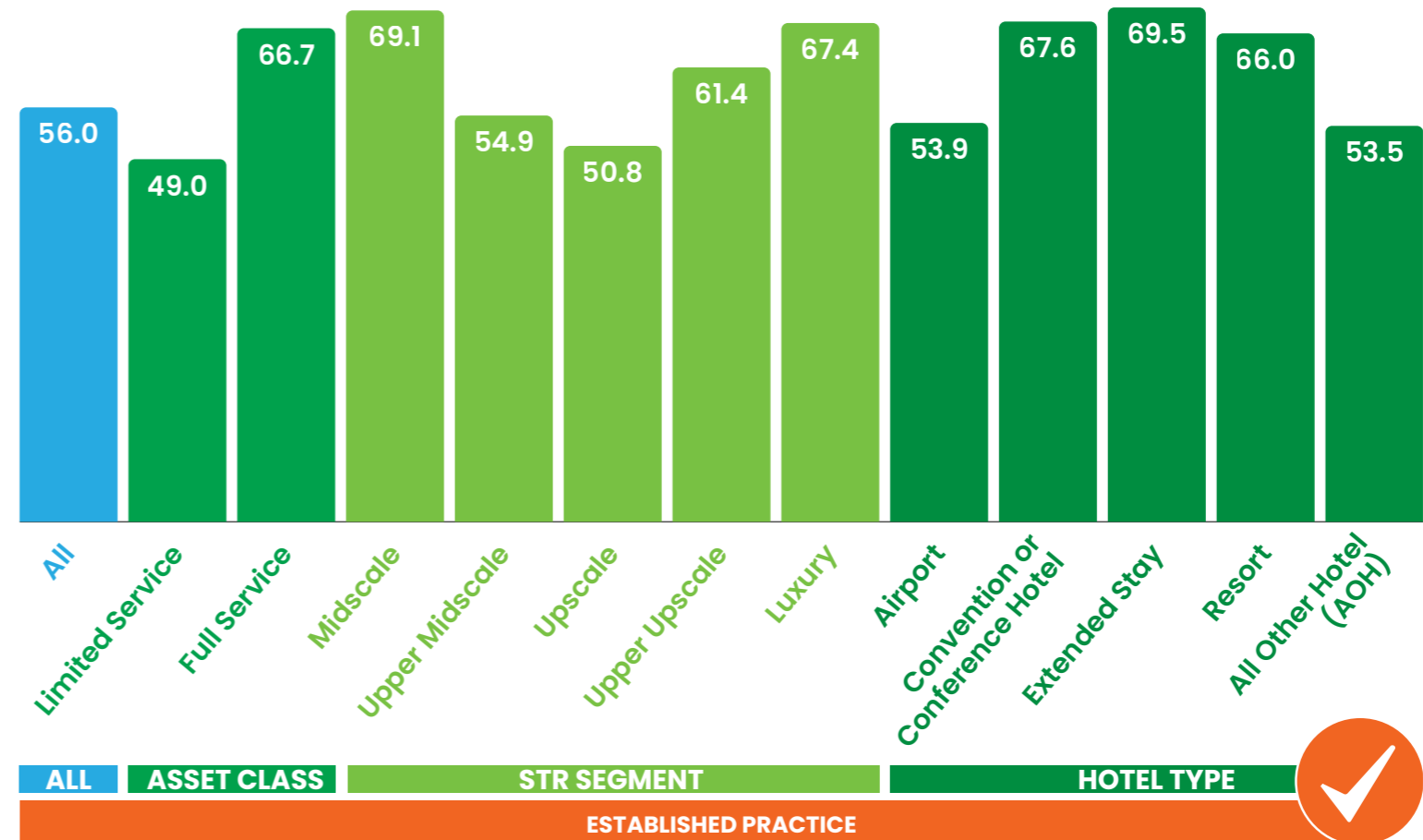
NOTE: Midscale segment is excluded from this chart due to insufficient data.

## 8.6 LED LIGHTING

Hotels using LEDs in over three-quarters of their light bulbs is an established practice globally.

- Over half of all hotels use energy-efficient LEDs in more than 75% of their light bulbs.
- Despite the long-standing practice, nearly 3 in 10 hotels still report 0% LED lighting, highlighting opportunities for further improvement.
- Adoption rates across Limited Service hotels (49.0%) and Full Service hotels (66.7%) reflect the slower pace of Limited Service hotels in implementing lighting upgrades.

■ Does the property use LEDs in over three-quarters of their light bulbs? (%)





## CHSB INSIGHTS: ENERGY

The median hotel energy usage per square meter was assessed for the top 15 countries with the most tourist arrivals in 2023 (based on the [UN Tourism Data Dashboard](#)). The efficiency gap ratio, calculated by dividing the upper quartile intensity with the lower quartile intensity, was assessed to analyze the energy performance within each country. The analysis focuses on the energy performance of the most visited countries to offer insights into the energy demands associated with large-scale tourism.

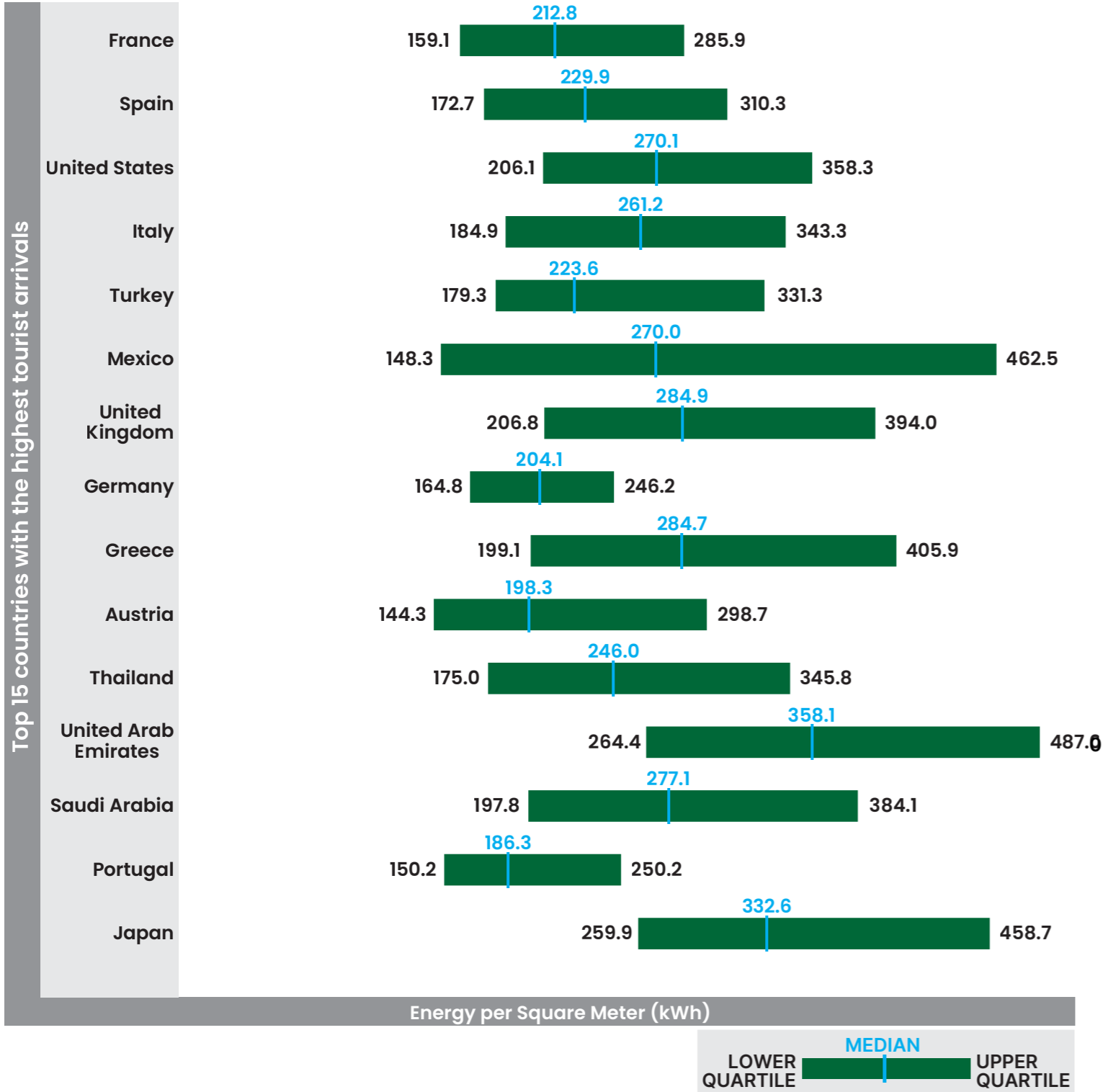
All energy usage intensities were calculated using hotel energy consumption data in 2022, collected for the Cornell Hotel Sustainability Benchmarking Index (CHSB) 2024. CHSB is an industry-led global data collection and benchmarking initiative, with data on energy, water, and carbon emissions from over 27,000 hotels globally.

For a further breakdown of the energy intensity of the remaining countries and other environmental performance metrics, please refer to the latest CHSB report and public tool available on the [Greenview website](#).

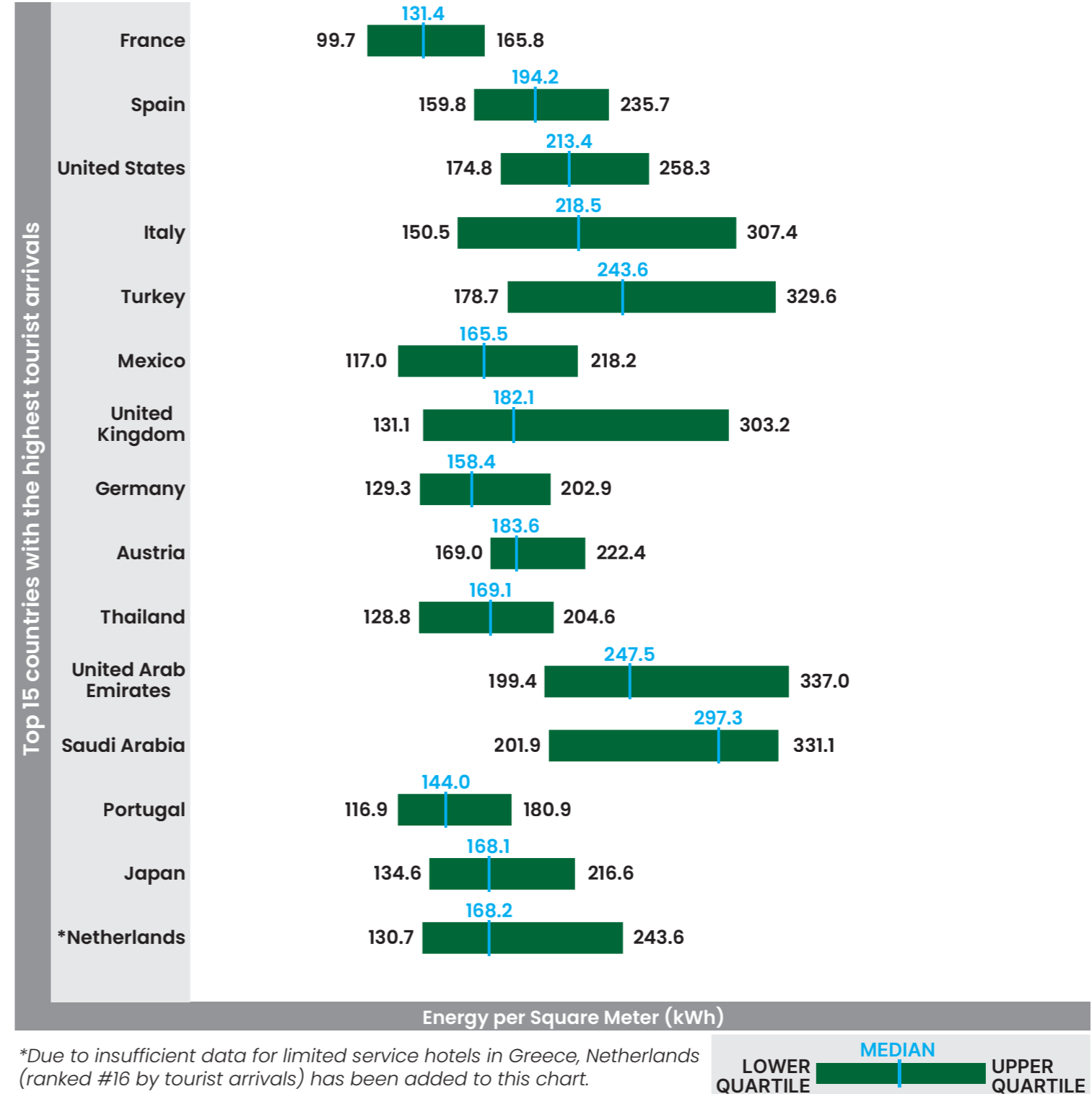
### ENERGY USAGE INTENSITY

- Among Full Service hotels, the three best-performing countries with the lowest energy usage intensity are Portugal (186.3 kWh per sqm), Austria (198.3 kWh per sqm), and Germany (204.1 kWh per sqm).
- Among Limited Service hotels, the three best-performing countries with the lowest energy usage intensity are France (131.4 kWh per sqm), Portugal (144.0 kWh per sqm), and Germany (158.4 kWh per sqm).
- Between the two service types, Limited Service hotels tend to have a lower median for energy usage intensity than Full Service hotels.

### 2022 Energy Intensity of Full Service Hotels in the top 15 countries with the most tourist arrivals



### 2022 Energy Intensity of Limited Service Hotels in the top 15 countries with the most tourist arrivals



\*Due to insufficient data for limited service hotels in Greece, Netherlands (ranked #16 by tourist arrivals) has been added to this chart.

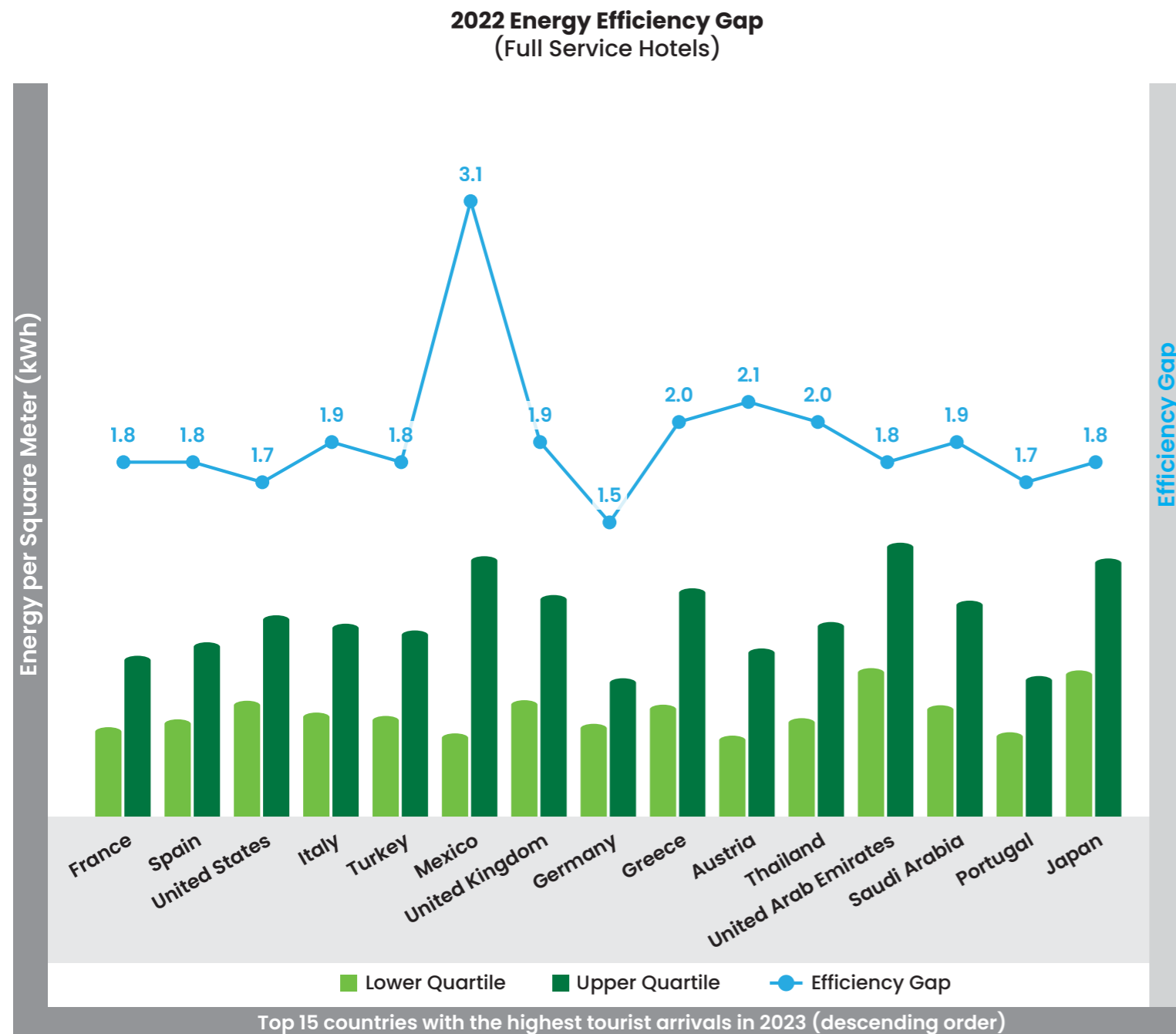
- Lower Quartile – the 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.
- Median – the middle value found within the geography and segment grouping.
- Upper Quartile – the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.



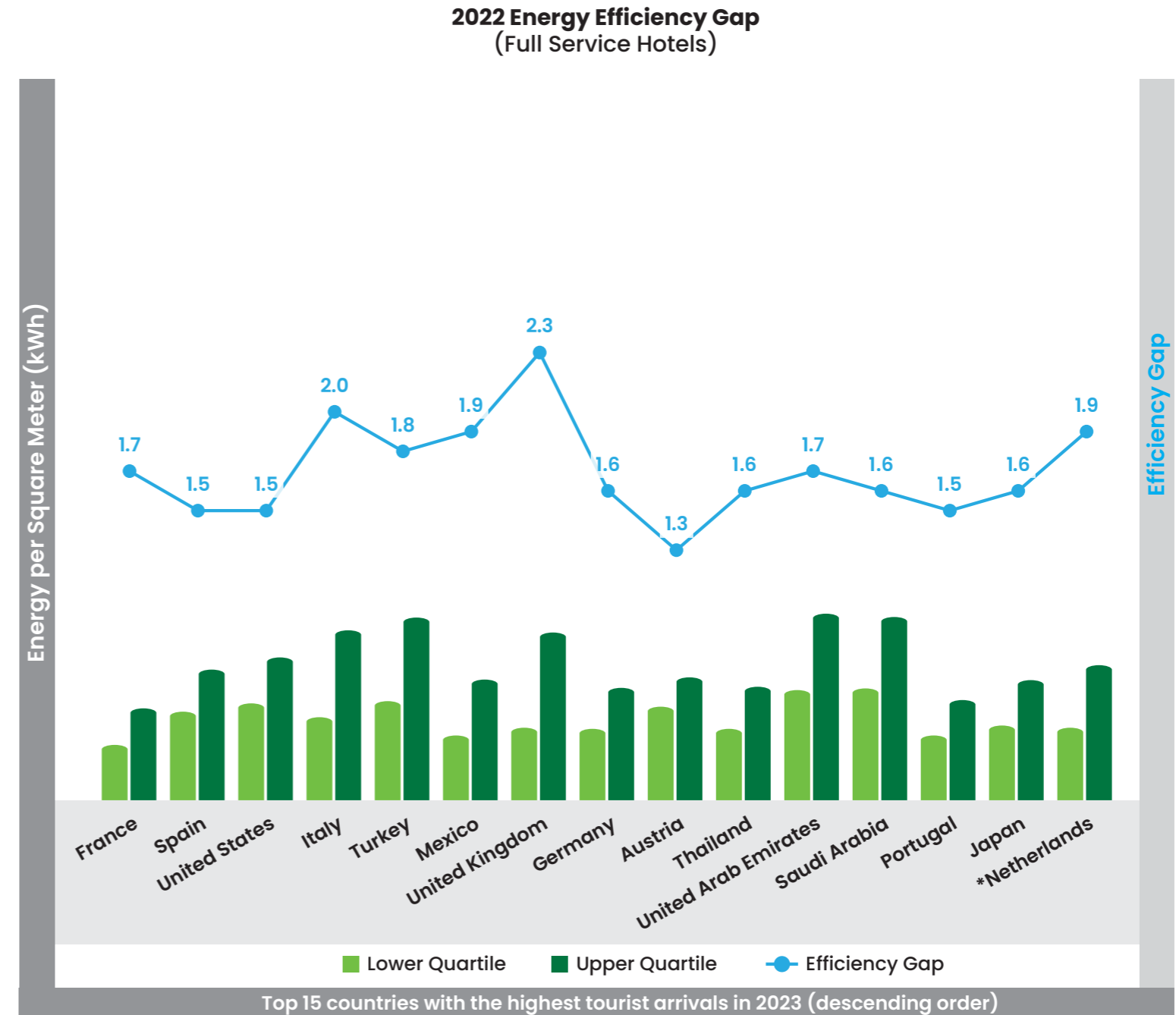
## ENERGY EFFICIENCY GAP

The difference in energy consumption per square meter between hotels in the upper quartile (performers with more room for improvement) compared to the lower quartile (better performers) is high within most countries. This is indicated by the large efficiency gap ratios, calculated by dividing the upper quartile intensity with the lower quartile intensity for each country.

- For **Full Service hotels**, the energy efficiency gap ranges from 1.5 to 3.1 across the 15 countries. This indicates that the best-performing hotels in a country can perform between 1.5 to 3.1 times better than their peers within the same country.



- For **Limited Service hotels**, the energy efficiency gap is lower, between 1.3 to 2.3 across the 15 countries.
- The **wide efficiency gap** across most countries indicates that there are significant opportunities for hotels within the upper quartile to reduce their energy consumption.



\*Due to insufficient data for limited service hotels in Greece, Netherlands (ranked #16 by tourist arrivals) has been added to this chart.



4.9  
**CLIMATE  
ACTION**



# CLIMATE ACTION

## Carbon Emissions

**Plan to reduce emissions**

- Has the property put in place an action plan to reduce carbon emissions, with actions, roles and responsibilities clearly defined?

**Measure emissions**

- How frequently does the property measure its carbon emissions?

### What hotels can do

### What guests can do

**Info Box**

- Minimize energy use through efficiency measures first, then consider purchasing renewable energy, and use carbon offsets as a last resort to address any remaining emissions.

**Info Box**

- Switching from fossil fuels to electricity, particularly from renewable sources, lowers properties' carbon footprints and enhances energy efficiency.

### Electrification

**Electrify your facilities**

- Are the property's facilities fully electrified (i.e., do all their equipment and appliances use electricity as a source of energy, rather than natural gas, LPG, coal, diesel, heating oil, or other fossil fuels)?

**Adopt more renewable energy**

- What percentage of the property's total energy comes from renewable sources?

**Install on-site renewable energy**

- Does the property generate power on-site from renewable sources?

**Purchase carbon offsets for remaining emissions**

- What percentage of the property's Scope 1 and Scope 2 emissions are compensated with the purchase of carbon offsets?

**Offer guests carbon offsets**

- Does the property have an effective mechanism in place to allow guests and clients to offset the carbon emissions of their hotel stay or event?



Common Practice
 Established Practice
 Emerging Practice
 Innovative Practice





# CLIMATE ACTION



## Green Transport

**Offer bicycles for guests**

- Does the property have an adequate number of courtesy or rental bicycles or e-bikes for guest use?



**Use green vehicles for guest transportation**

- Are green vehicles (e.g., electric, hybrid, fuel cell, bio-diesel vehicles) used for the majority of guest transfers that are controlled by the hotel?

**Offer charging stations for electric vehicles**

- Has the property installed electric vehicle charging stations?

Common Practice
 Established Practice
 Emerging Practice
 Innovative Practice



## 9. CLIMATE ACTION

**Our data shows a big leap in the hospitality industry's commitment to combat climate change.** Currently, nine out of ten hotels have a climate action plan. The number of hotels measuring their carbon emissions has also jumped from 43.1% in 2022 to 93.2% this year. This rise reflects a growing demand for climate action, which has been supported by the freely available industry tool – the Hotel Carbon Measurement Initiative (HCMI). HCMI provides a standardized method for hotels to measure and report their carbon footprint.

Switching to renewable energy is key to carbon reduction, and hotels can achieve this through various methods, such as installing onsite renewable energy systems, purchasing renewable electricity, or acquiring renewable energy certificates (RECs). While these continue to be innovative practices adopted by less than a quarter of hotels, they are expected to become more common in the near future as costs decrease and availability improves. For their remaining emissions, hotels may choose to purchase carbon offsets and offer guests the opportunity to offset the emissions from their hotel stay or event.

Hotels are also embracing green transport options to address their carbon footprint. On average, one in ten hotels now offer cleaner, low emission guest transfer options. This figure rises to one in two in the luxury sector, reflecting a stronger demand in green transport options among luxury travellers.

Uncover ten best practices that count towards climate action in this chapter.

### ■ COMMON PRACTICES

- 93.2% of all hotels are tracking carbon emissions, typically at least once a month.
- 90.9% of all hotels have an action plan to reduce carbon emissions.
- 88.1% of all hotels offer guests and clients the option to offset carbon footprint of their hotel stay or event.

### ■ EMERGING PRACTICES

- 26.8% of all hotels offer EV charging stations.

### ■ INNOVATIVE PRACTICES

- One in five hotels offer rental bicycles or e-bikes for guest use.
- 14.5% of all hotels generate power on-site from renewable sources.
- 11.3% of all hotels offer green vehicles for guest transfers.
- 6.1% of all hotels source energy from renewable sources.
- 3.7% of all hotels have achieved full electrification of their facilities.
- 0.3% of all hotels purchase carbon offsets to compensate their Scope 1 and 2 emissions.

#### Policy and Trends

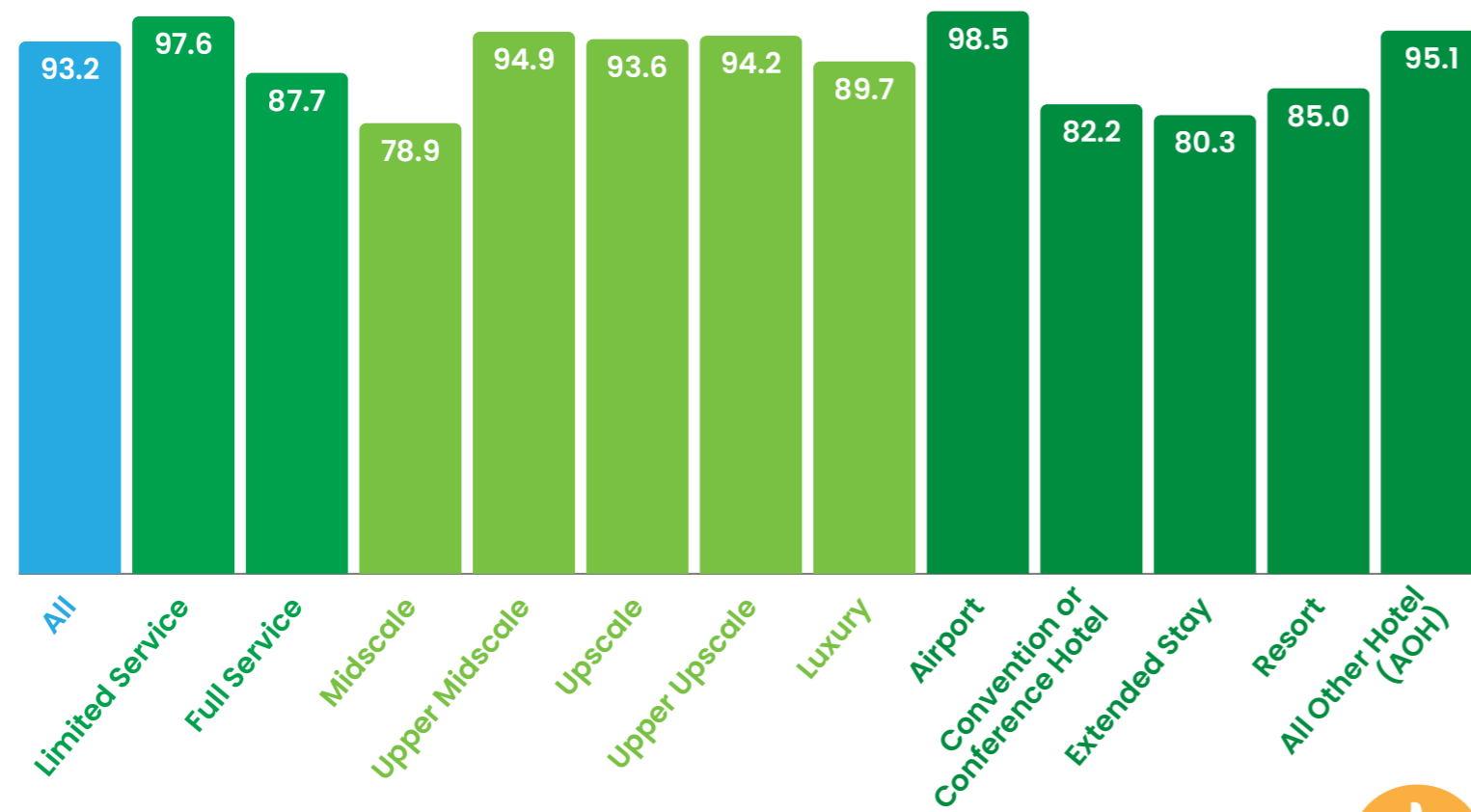
- The International Sustainability Standards Board (ISSB) has introduced two IFRS standards: S1 (General Requirements for Disclosure of Sustainability-related Financial Information) and S2 (Climate-related Disclosures). While adoption is not mandatory, these standards are gaining global traction due to support from major groups like the G20 and Financial Stability Board.
- In parallel, the U.S. Securities and Exchange Commission (SEC) and the EU's Corporate Sustainability Reporting Directive (CSRD) are also putting in place requirements for businesses to disclose detailed climate-related information.
- The EU's Revised Renewable Energy Directive requires implementation of enhanced energy efficiency measures, increased use of renewable energy sources, and more rigorous reporting and compliance with updated sustainability standards.
- Austria has even mandated the phase-out of oil and coal heating systems, and provides incentives to help with the transition to renewable energy sources with subsidies of up to 75%.

## 9.1 CARBON FOOTPRINT TRACKING

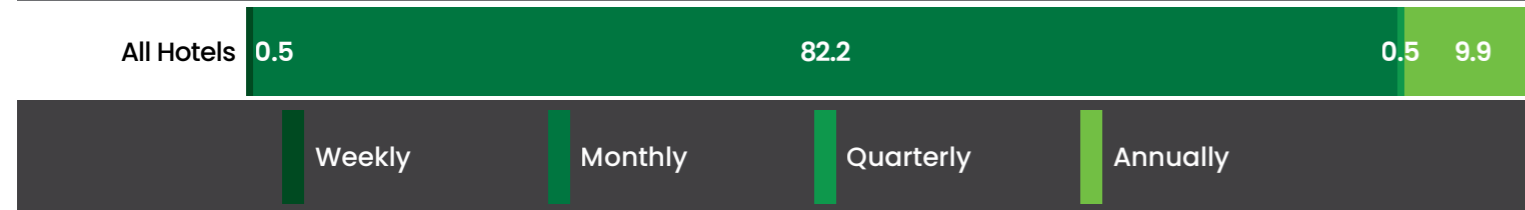
Hotels measuring carbon emissions is a common practice globally.

- 93.2% of all hotels are tracking carbon emissions, typically at least once a month.
- Most hotels track their carbon emissions once a month (82.2%). A small percentage track this on an annual basis (9.9%), and the minority of hotels track this only sporadically (1.6%).
- Across all hotel categories, it is encouraging to note that at least four in five hotels measure their carbon emissions.

■ Does the property measure its carbon emissions? (%)



How frequently does the property measure its carbon emissions? (%)

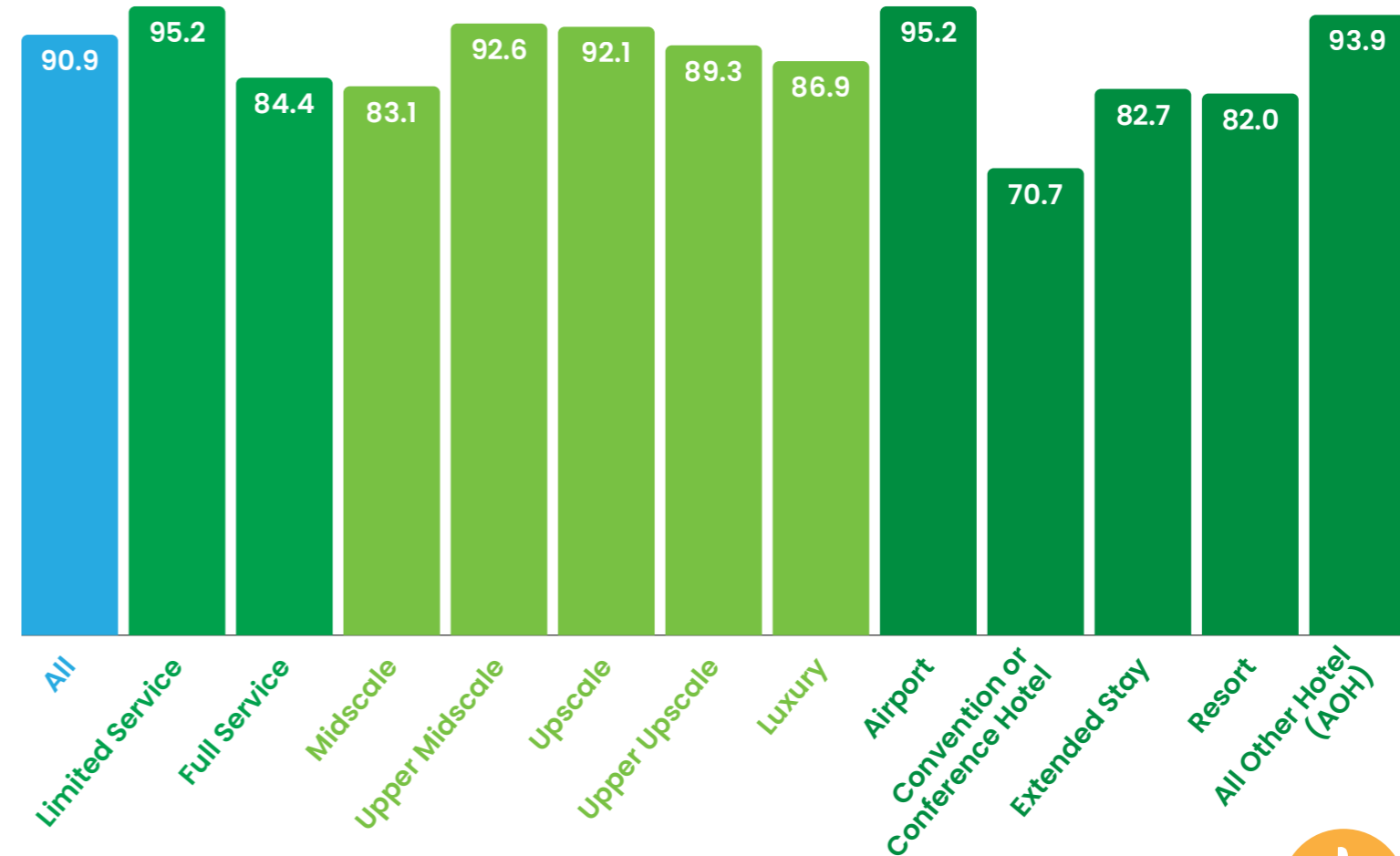


## 9.2 CARBON REDUCTION PLAN

Hotels putting in place an action plan to reduce carbon emissions, with actions, roles and responsibilities clearly defined is a common practice globally.

- 90.9% of all hotels have implemented an action plan to reduce carbon emissions.
- High prevalence of over 80% is consistently observed across most hotel categories.
- However, Convention/Conference hotels show a lower adoption rate at 70.7%.

■ Has the property put in place an action plan to reduce carbon emissions, with actions, roles and responsibilities clearly defined? (%)

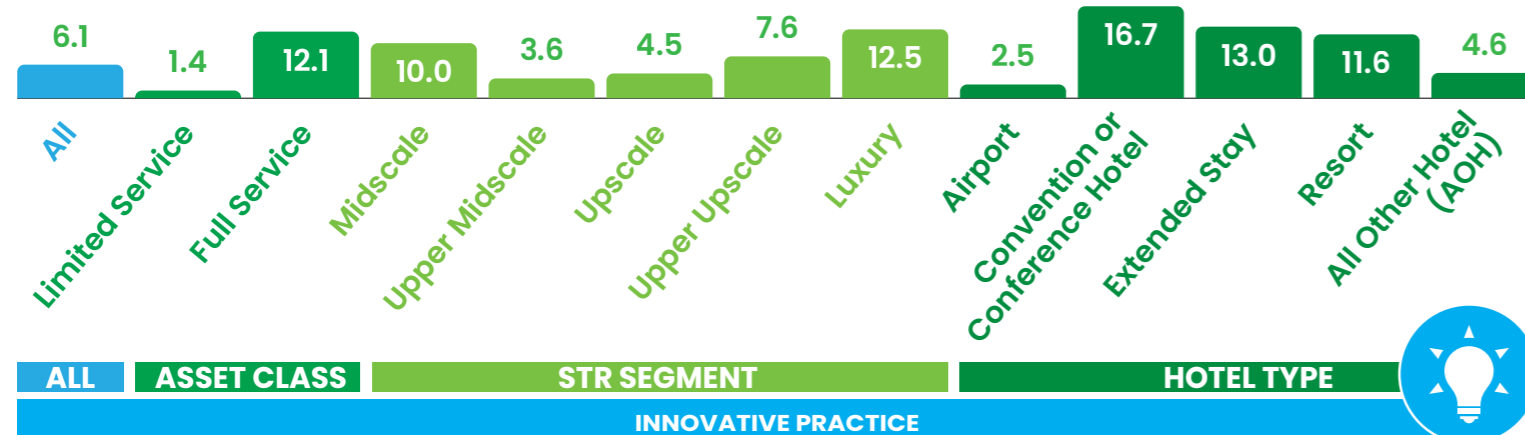


### 9.3 RENEWABLE ENERGY USE

Hotels sourcing energy from renewable sources is an innovative practice globally.

- Only 6.1% of all hotels use renewable sources for their energy needs.
- Delving into the share of renewable energy use, around 2.9% of hotels obtain less than a quarter of their energy from renewable sources. In comparison, only 1.5% rely on renewable sources for more than three-quarters of their energy needs.
- Limited Service hotels are least likely to tap on renewable energy sources (1.4%), suggesting that they might face challenges such as cost or infrastructure constraints in switching their energy supply.
- In contrast, Convention/Conference hotels show 16.7% renewable energy use, the highest among hotel types, likely due to their scale and ability to invest in renewable energy initiatives.

■ Does the property make use of renewable energy sources to meet its energy demands? (%)



#### OAKWOOD RESIDENCE WHITEFIELD BANGALORE, INDIA

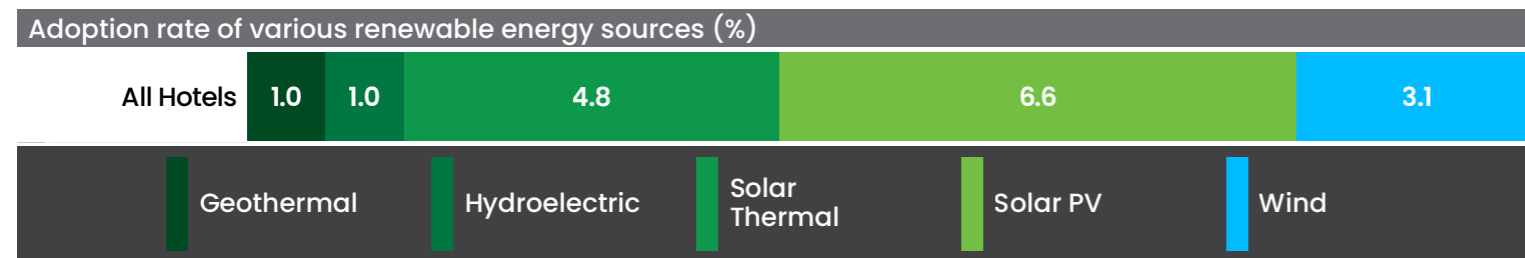
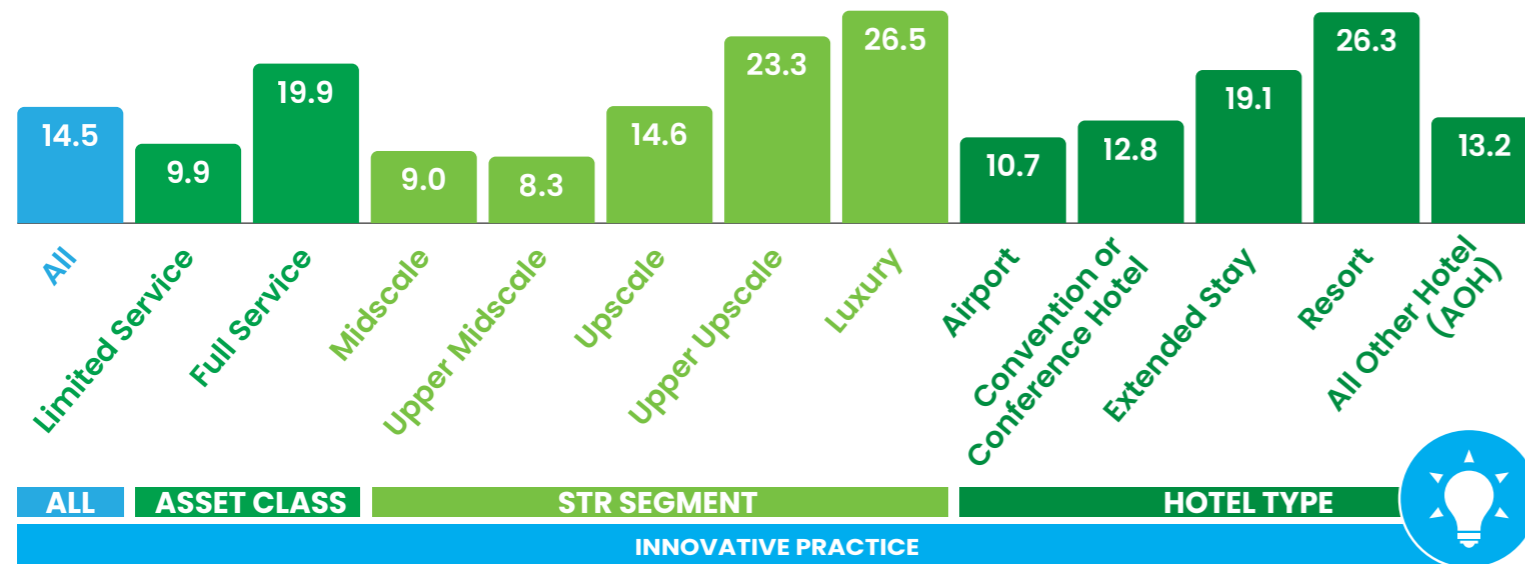
The hotel has installed solar panels on their rooftop, which generate approximately 900 KWH of energy per day and help to reduce their reliance on fossil fuels. The power generated is utilized to provide lighting in the common areas of the property.

## 9.4 ONSITE RENEWABLE ENERGY

Hotels generating power on-site from renewable sources is an innovative practice globally.

- 14.5% of all hotels generate power on-site from renewable sources.
- Full Service hotels (19.9%) are twice as likely as Limited Service hotels (9.9%) to have on-site renewable energy generation.
- Higher tiers of the STR chain scale tend to have higher adoption rates, likely driven by their greater financial capacity to invest in on-site infrastructure and sustainability initiatives.
- More than one-quarter of Resorts (26.3%) generate renewable energy on-site, possibly due to their larger land areas which can accommodate solar installations or other technologies.
- Solar Photovoltaic (PV) systems are the leading renewable energy technology, adopted by 6.6% of all hotels, with higher adoption observed in Resorts (13.1%) and Luxury hotels (13.5%). This aligns with the ability of these hotels to leverage larger areas or outdoor space for solar panels.
- This is followed by Solar Thermal (4.8%), Wind (3.1%), Geothermal and Hydroelectric sources (1.0% each).

Adoption rate of renewable energy sources (%)

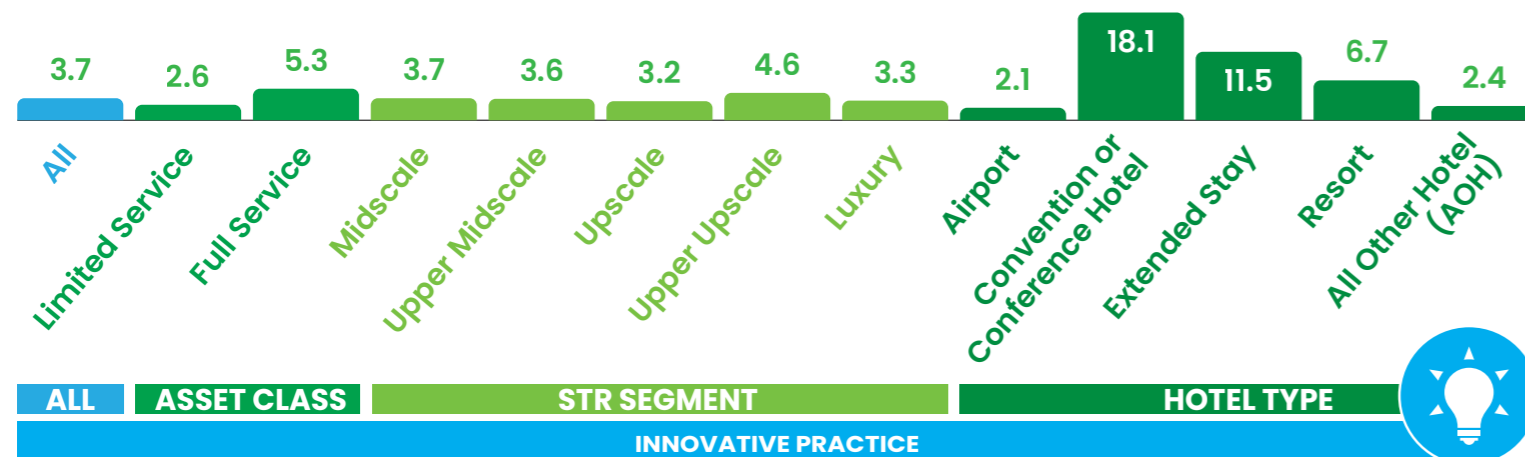


## 9.5 ELECTRIFICATION OF FACILITIES

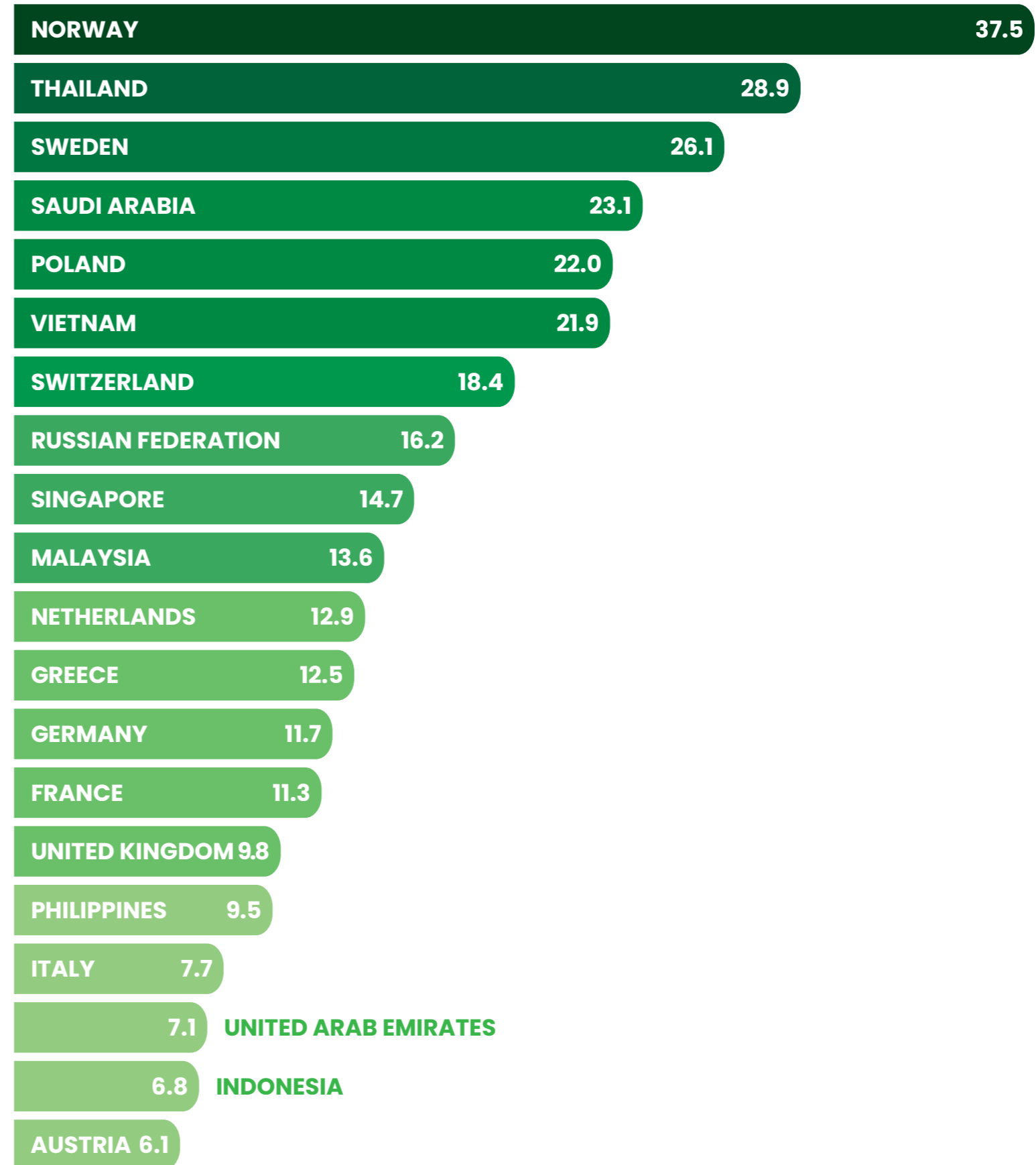
Hotels fully electrifying their facilities (i.e., all their equipment and appliances use electricity as a source of energy, rather than natural gas, LPG, coal, diesel, heating oil, or other fossil fuels) is an innovative practice globally.

- Only 3.7% of all hotels have achieved full electrification of their facilities, indicating this is still a nascent trend in the industry.
- This is a budding initiative with similar prevalence across most hotel categories.
- Full Service hotels (5.3%) are twice as likely to fully electrify their facilities than Limited Service hotels (2.6%).
- The top three countries adopting electrification of hotel facilities include Norway (37.5%), Thailand (28.9%) and Sweden (26.1%).

Are the property's facilities fully electrified (i.e., do all their equipment and appliances use electricity as a source of energy, rather than natural gas, LPG, coal, diesel, heating oil, or other fossil fuels)? (%)



### Country Ranking - Facilities Fully Electrified (%)

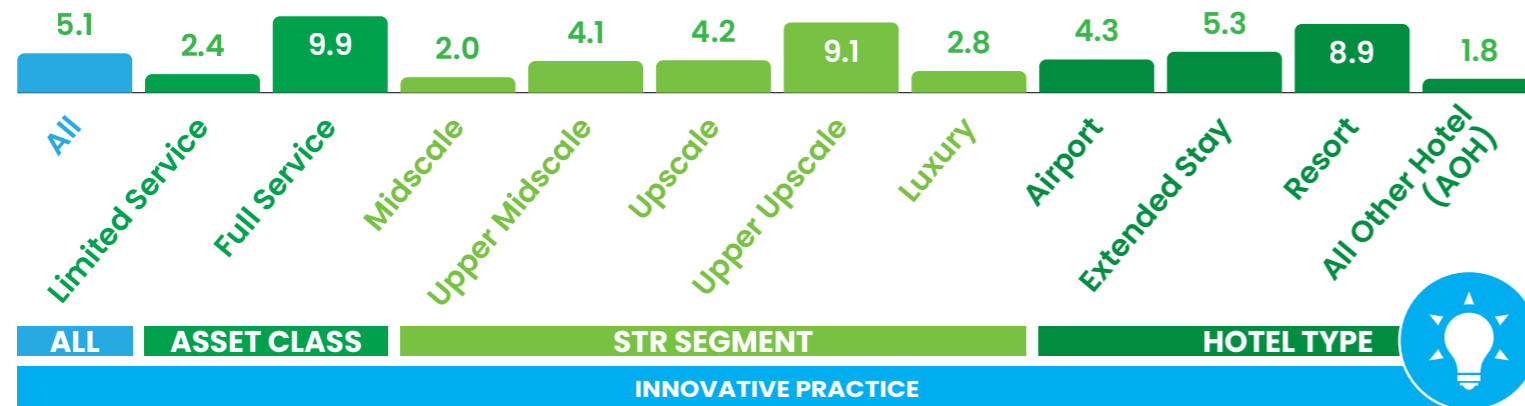


## 9.6 CARBON OFFSETS – HOTEL

Hotels compensating for their Scope 1 and Scope 2 emissions with the purchase of carbon offsets is an innovative practice globally.

- Only 5.1% of all hotels purchase carbon offsets to compensate for their Scope 1 and 2 emissions.
- Of the hotels which do, these carbon offsets typically make up less than a quarter of their Scope 1 and 2 emissions.

■ Does the property purchase carbon offsets to compensate for its Scope 1 and Scope 2 emissions? (%)



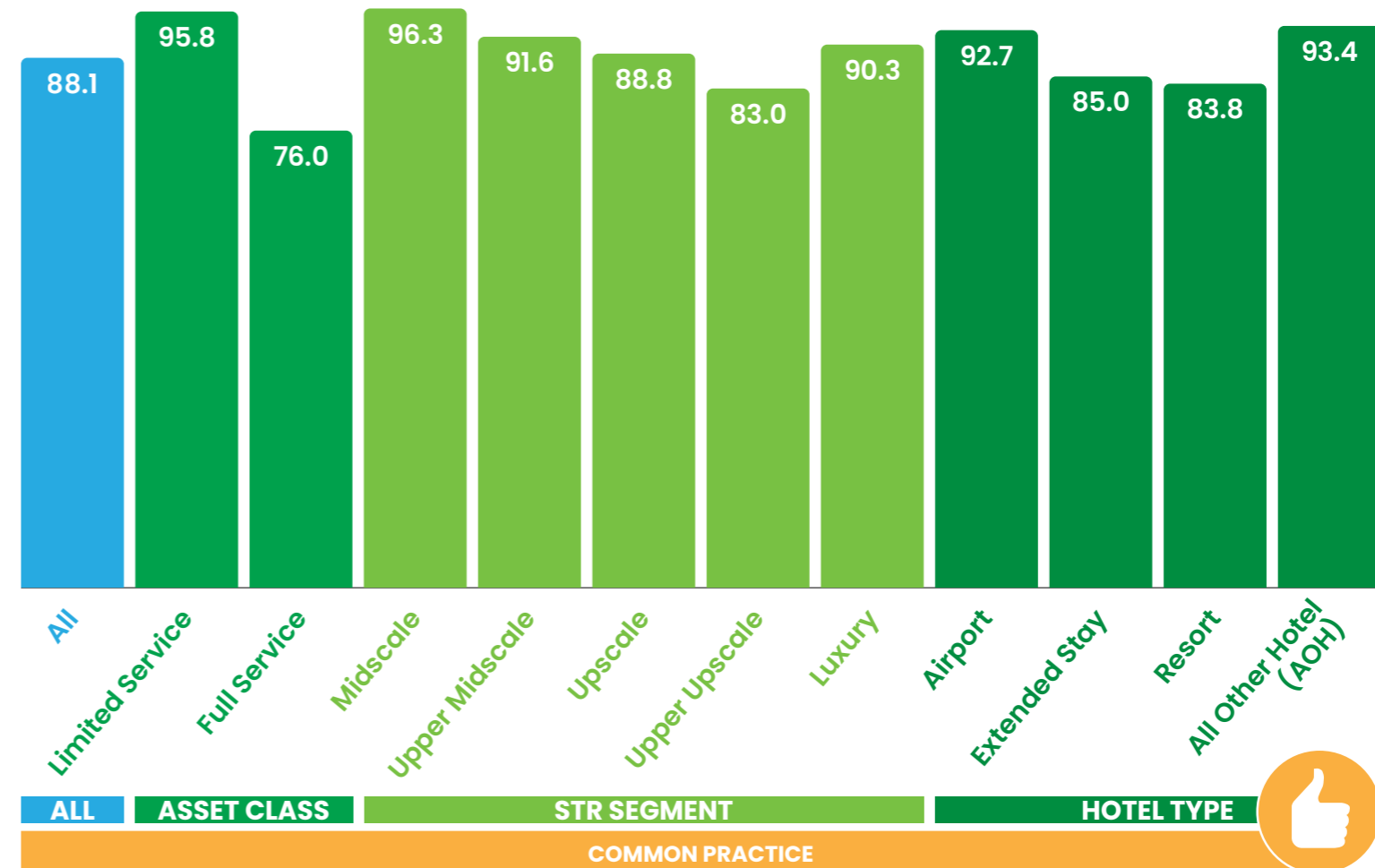
NOTE: Convention / conference segment is excluded from this chart due to insufficient data.

## 9.7 CARBON OFFSETS – GUESTS

Hotels having an effective mechanism to allow guests and clients to offset the carbon emissions of their hotel stay or event is a common practice globally.

- 88.1% of all hotels offer guests and clients the option to offset the carbon footprint of their hotel stay or event.
- Across all hotel categories, this is a common practice implemented by more than three-quarters of hotels.

■ Does the property have an effective mechanism in place to allow guests and clients to offset the carbon emissions of their hotel stay or event? (%)



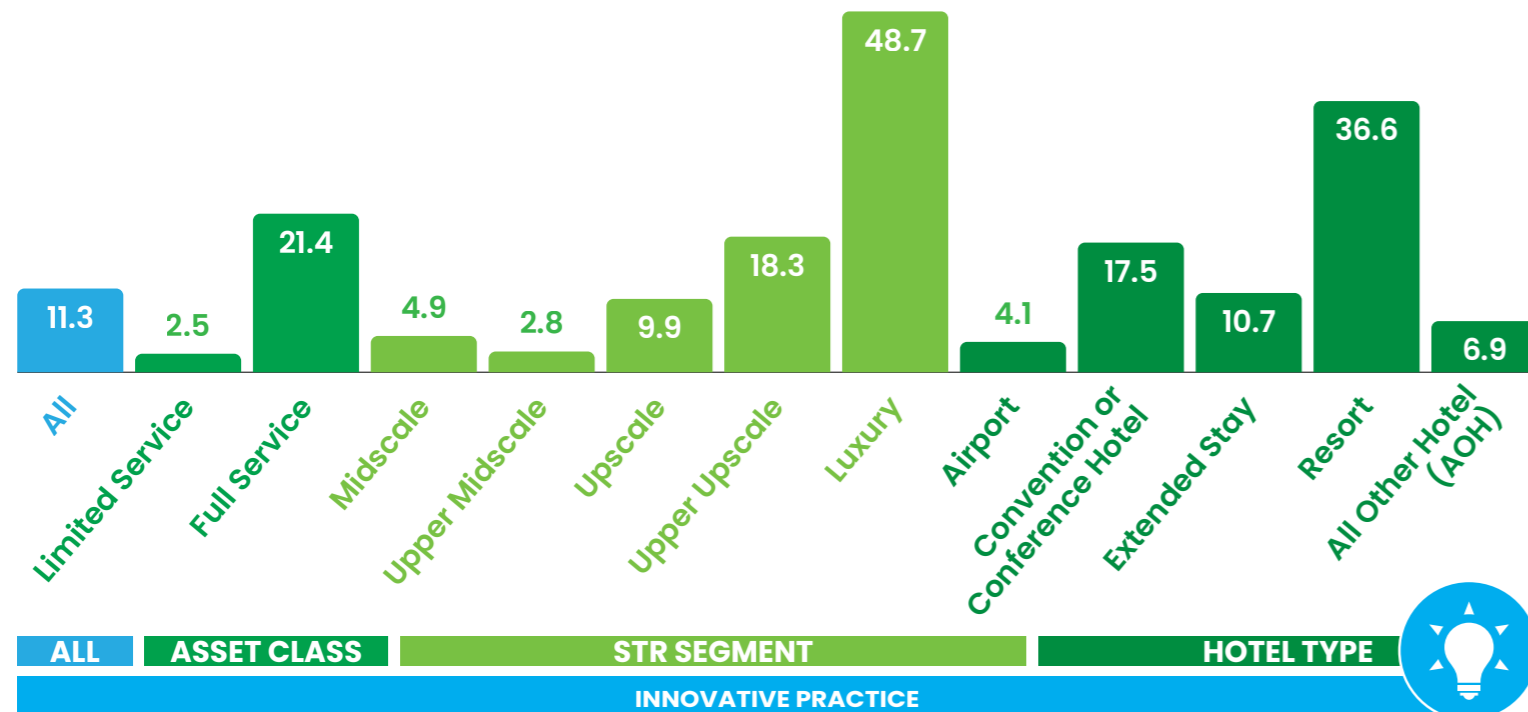
NOTE: Convention / conference segment is excluded from this chart due to insufficient data.

## 9.8 GREEN VEHICLES FOR GUEST TRANSFER

Hotels using green vehicles (e.g., electric, hybrid, fuel cell, bio-diesel vehicles) for the majority of guest transfers that are controlled by the hotel is an innovative practice globally.

- 11.3% of all hotels offer green vehicles for guest transfers.
- Full Service hotels are more than eight times more likely to offer green vehicles for guest transfers than Limited Service hotels.
- Luxury hotels (48.7%) and Resort hotels (36.6%) top the charts in offering green vehicles for guest transfers, possibly due to guest expectations.

■ Are green vehicles (e.g., electric, hybrid, fuel cell, bio-diesel vehicles) used for the majority of guest transfers that are controlled by the hotel? (%)



### TIVOLI CARVOEIRO ALGARVE RESORT PORTUGAL

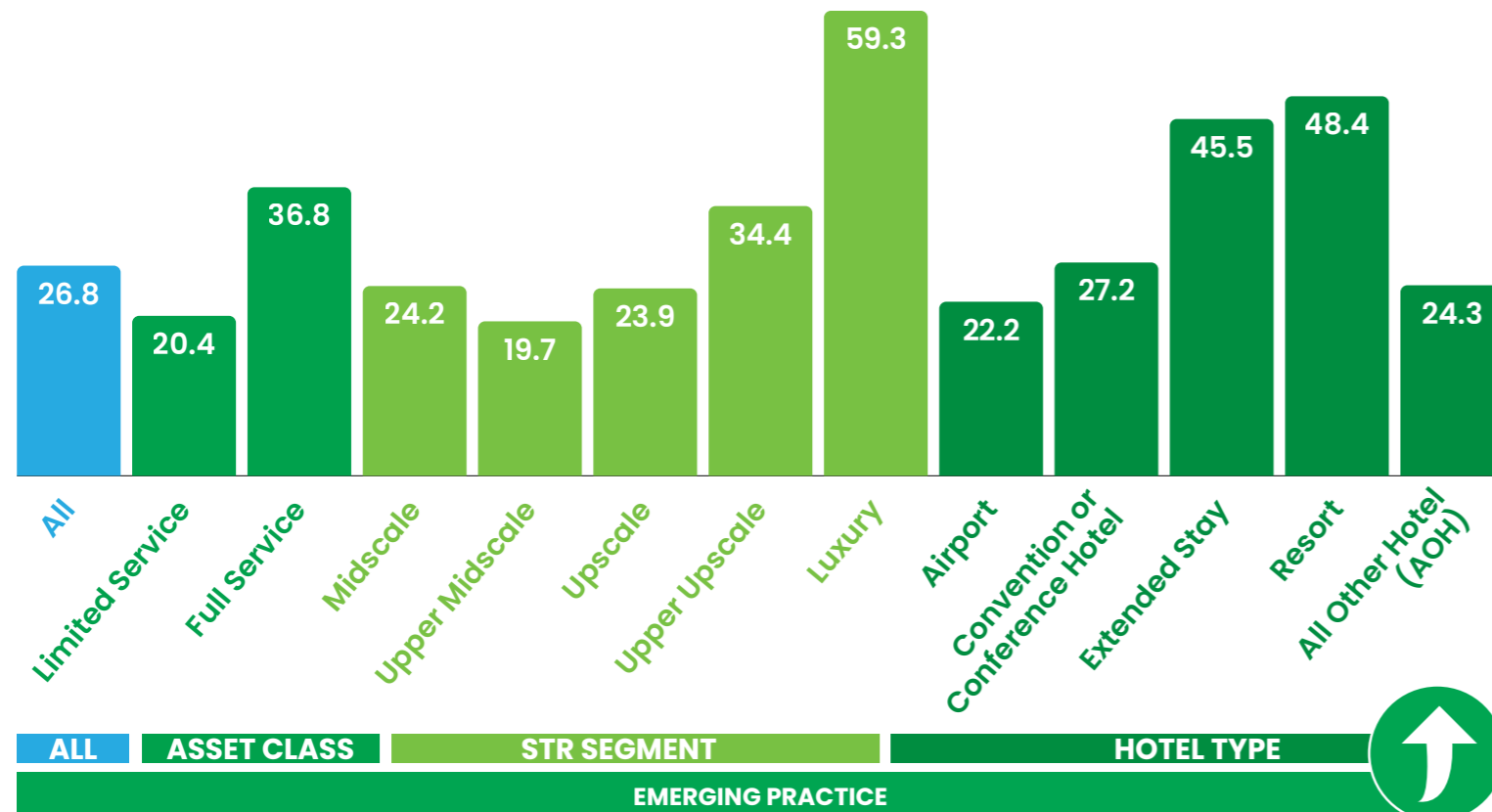
Three hotels in the Algarve (Tivoli Carvoeiro Algarve Resort, Tivoli Marina Vilamoura Algarve Resort, Tivoli Alvor Algarve Resort) have collaborated to run a Green Mobility Carpooling Programme. This project aims to promote a more ecological way of transportation through car sharing among employees, reducing the carbon footprint and rewarding participating employees with benefits for both drivers and passengers.

## 9.9 ELECTRIC VEHICLE (EV) CHARGING STATIONS

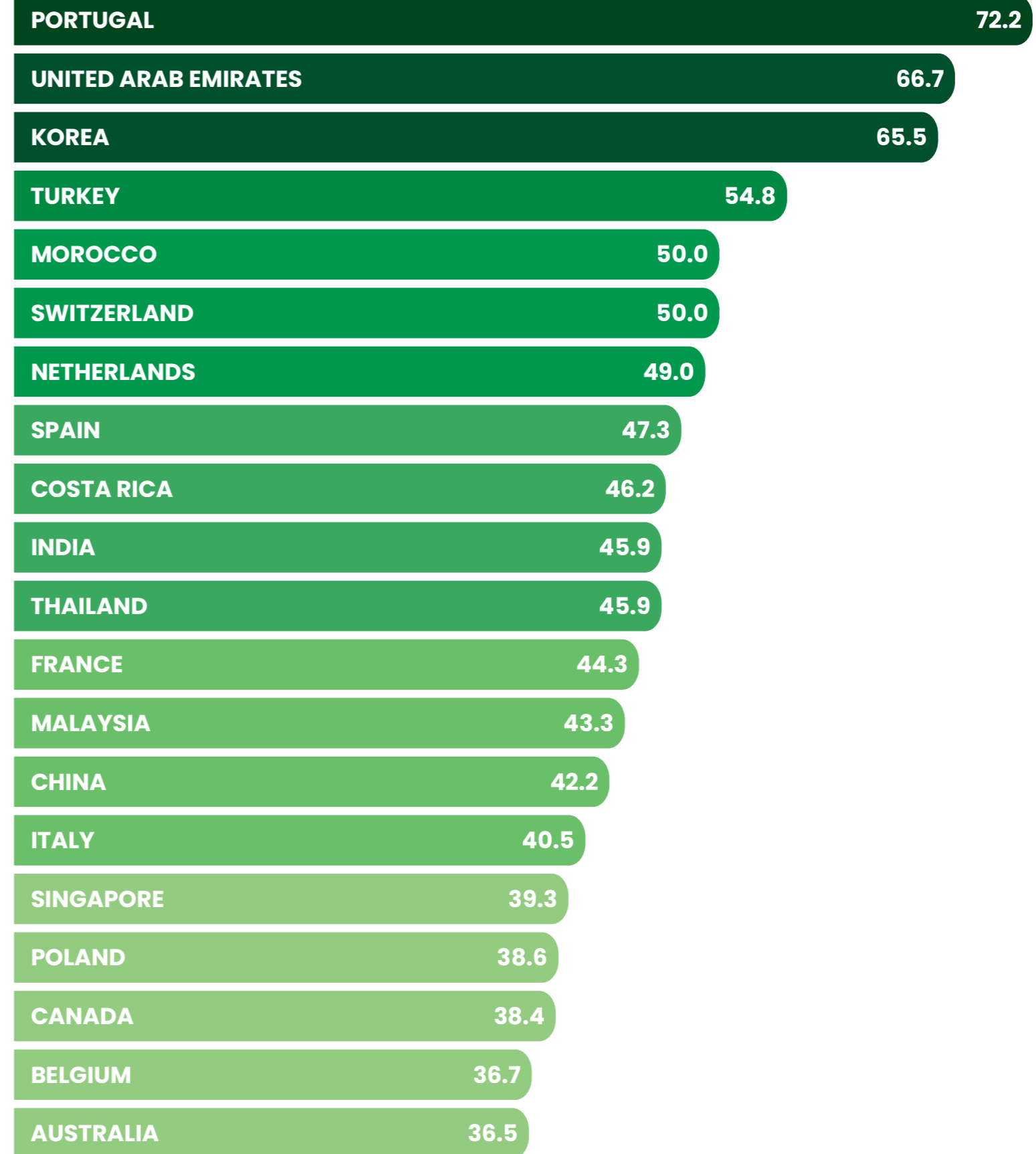
Hotels installing EV charging stations is an emerging practice globally.

- 26.8% of all hotels offer EV charging stations on their premises.
- Adoption rates generally increase progressively across the STR chain scale. 59.3% of Luxury hotels offer EV charging stations, far surpassing other segments.
- Resort hotels are also among the top adopters with 48.4% having installed EV charging stations.
- The top three countries in which hotels have installed electric vehicle charging stations are Portugal (72.2%), United Arab Emirates (66.7%) and Korea (65.5%).

Has the property installed electric vehicle charging stations? (%)



Country Ranking - Electric Vehicle Charging Stations (%)



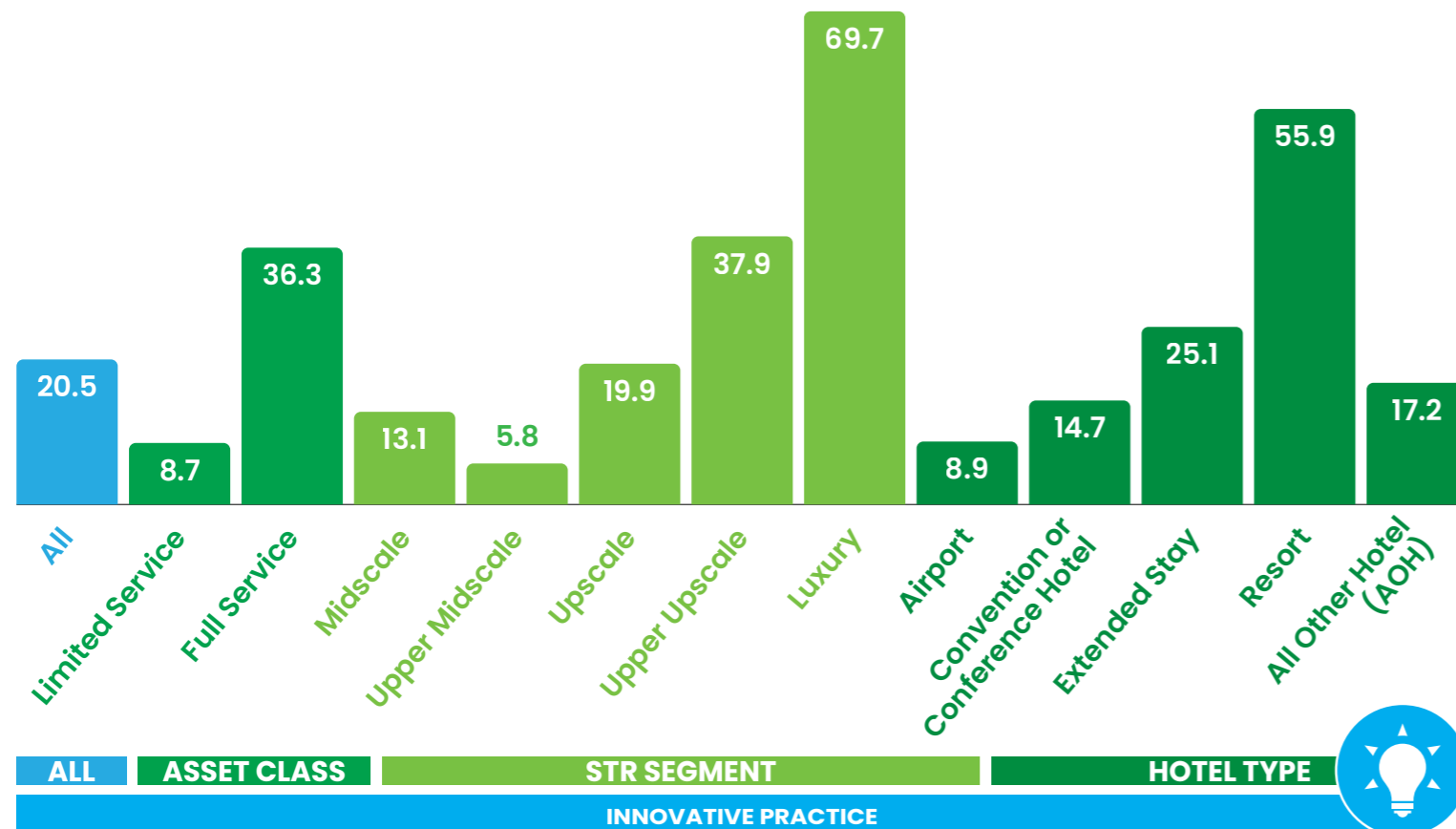


## 9.10 BICYCLE RENTAL

Hotels offering rental bicycles or e-bikes for guest use is an innovative practice globally.

- One in five hotels offer rental bicycles or e-bikes for guest use.
- 69.7% of Luxury hotels offer bicycles for rent, which caters to travelers interested in leisure activities, sustainable travel, and health-conscious choices.
- 55.9% of Resort hotels provide rental bicycles, likely due to the demand for recreational activities among vacationers and tourists looking to explore local attractions.
- Limited Service hotels report only 8.7% adoption, likely constrained by their budget-conscious operating model and limited focus on ancillary services.
- Airport hotels (8.9%) and Conference hotels (14.7%) have limited adoption, likely due to the nature of their guest base, which prioritizes efficiency and business needs over leisure activities.

■ Does the property have an adequate number of courtesy or rental bicycles or e-bikes for guest use? (%)



### GROSVENOR HOUSE SUITES LONDON, UNITED KINGDOM

Sustainable transport plays a crucial role in minimizing the carbon footprint of travel. The hotel's concierge team regularly recommends electric vehicle transportation or bicycle use. Rental bicycles are also available at the hotel, offering guests convenient and sustainable ways to explore the city.



## CHSB INSIGHTS: CARBON

To compare the carbon footprint of hotels across countries, two carbon metrics were assessed: the HCMI rooms footprint per room night emissions, and hotel carbon footprint per square meter. The HCMI rooms footprint per room night emissions was calculated based on the [Hotel Carbon Measurement Initiative \(HCMI\) Methodology](#), a commonly agreed methodology to measure carbon emissions developed by the hotel industry. Using HCMI to calculate carbon emissions ensures that data and calculations are consistent and comparable across properties and companies.

The countries assessed in this section are the top 15 countries with the most tourist arrivals in 2023 (based on the [UN Tourism Data Dashboard](#)). The analysis focuses on the hotel carbon emissions of the most visited countries to offer insights into the emission intensity associated with large-scale tourism.

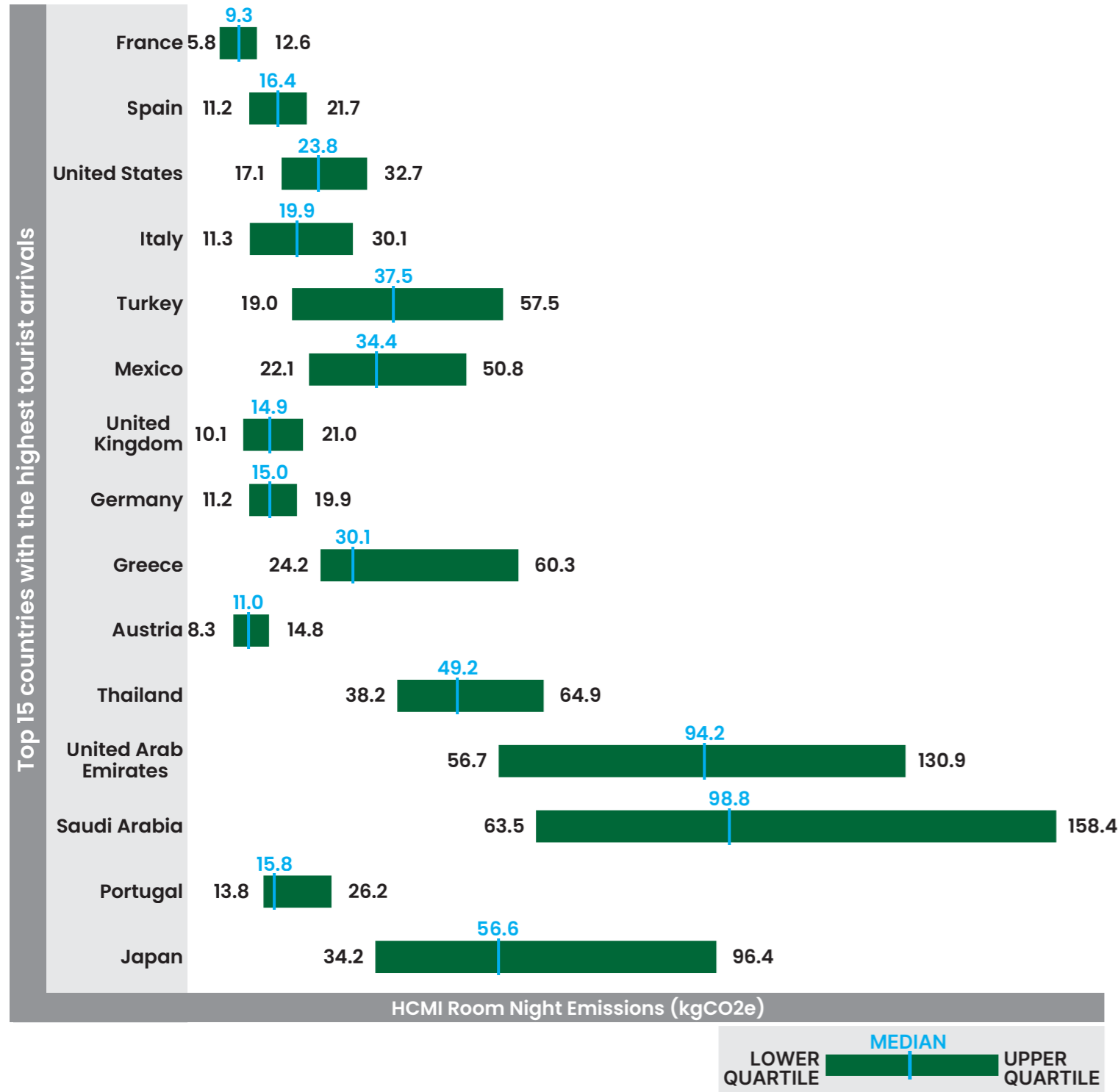
All carbon footprint calculations were made using hotel energy consumption data in 2022, collected for the Cornell Hotel Sustainability Benchmarking Index (CHSB) 2024. CHSB is an industry-led global data collection and benchmarking initiative, with data on energy, water, and carbon emissions from over 27,000 hotels globally.

For a further breakdown of the carbon intensity of the remaining countries and other environmental performance metrics, please refer to the latest CHSB report and public tool available on the [Greenview website](#).

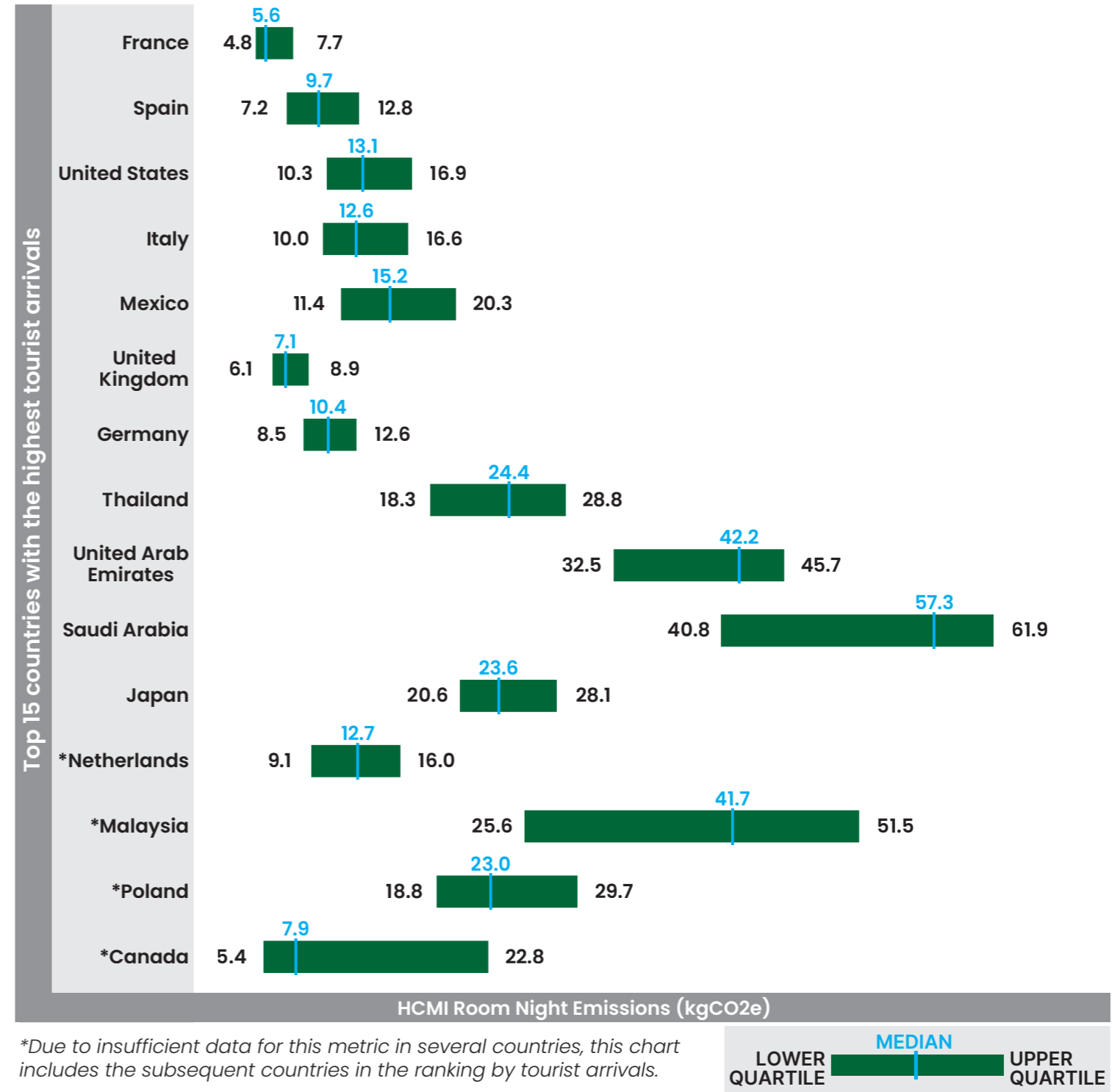
### HCMI ROOMS FOOTPRINT PER ROOM NIGHT

- Among **Full Service hotels**, the three best-performing countries with the lowest footprint per room night are France (9.3 kgCO<sub>2</sub>e), Austria (11.0 kgCO<sub>2</sub>e), and the United Kingdom (14.9 kgCO<sub>2</sub>e).
- Among **Limited Service hotels**, the three best-performing countries with the lowest footprint per room night are France (5.6 kgCO<sub>2</sub>e), the United Kingdom (7.1 kgCO<sub>2</sub>e), and Canada (7.9 kgCO<sub>2</sub>e).
- **Limited Service hotels** are more likely to have a lower median footprint per room night than Full Service hotels.

**2022 HCMI room night emissions of Full Service Hotels**  
in the top 15 countries with the most tourist arrivals



**2022 HCMI room night emissions of Limited Service Hotels**  
in the top 15 countries with the most tourist arrivals



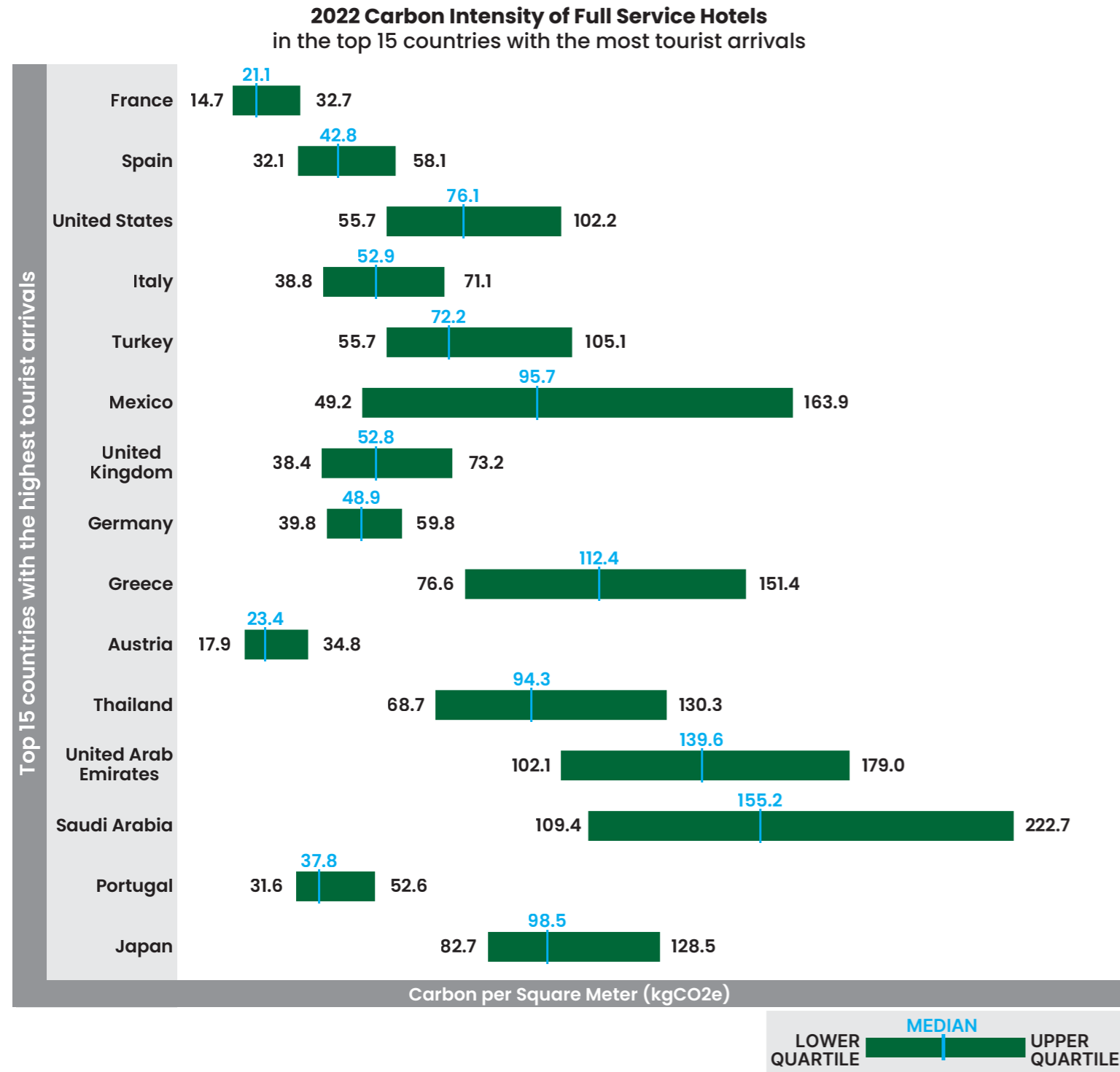
\*Due to insufficient data for this metric in several countries, this chart includes the subsequent countries in the ranking by tourist arrivals.

- Lower Quartile – the 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.
- Median – the middle value found within the geography and segment grouping.
- Upper Quartile – the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.

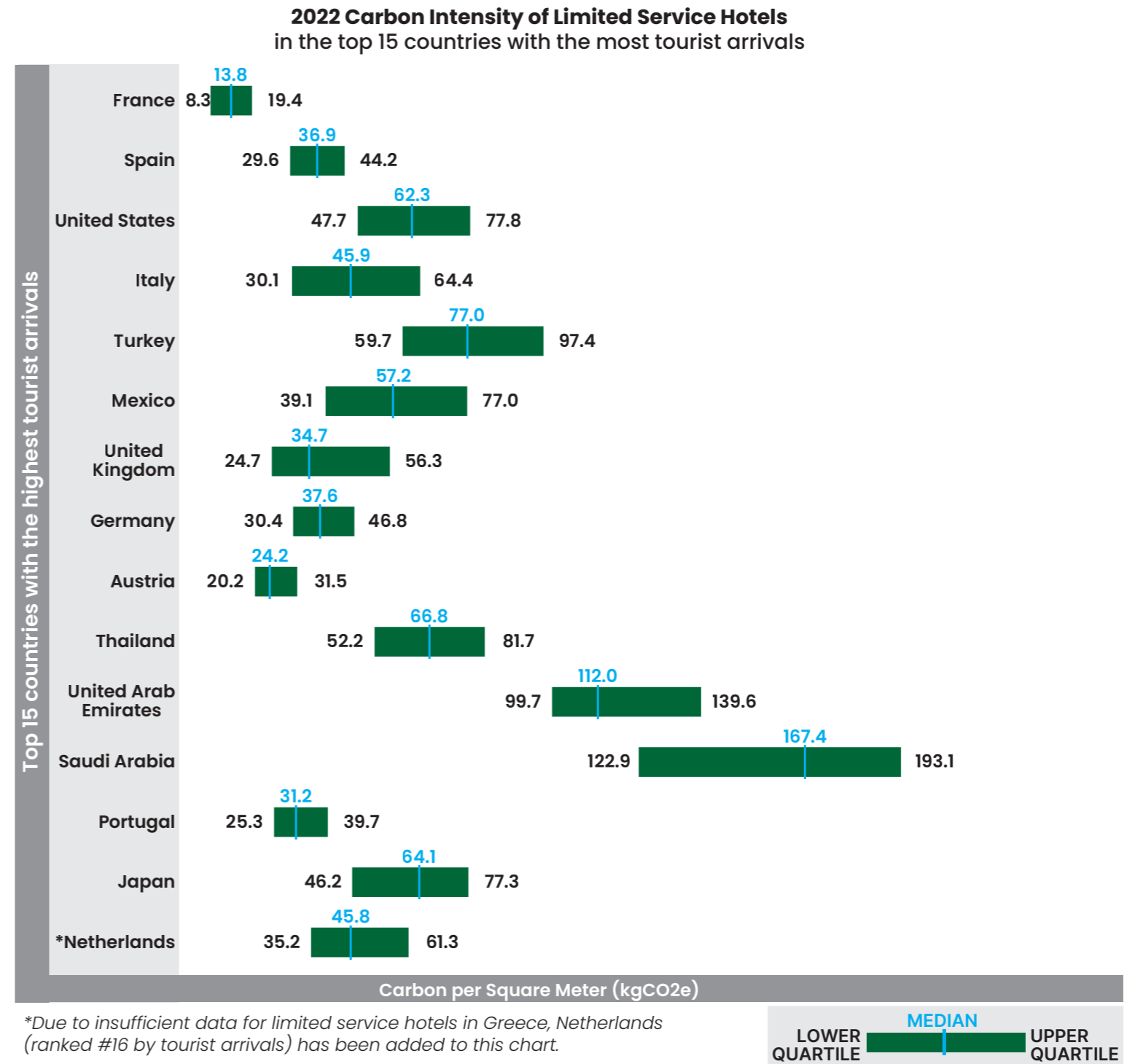


## CARBON FOOTPRINT PER SQUARE METER (kgCO<sub>2</sub>e)

- Among **Full Service hotels**, the three best-performing countries with the lowest carbon footprint per square meter are France (21.1 kgCO<sub>2</sub>e), Austria (23.4 kgCO<sub>2</sub>e), and Portugal (37.8 kgCO<sub>2</sub>e).



- Among **Limited Service hotels**, the three best-performing countries with the lowest carbon footprint per square meter are France (13.8 kgCO<sub>2</sub>e), Austria (24.2 kgCO<sub>2</sub>e), and Portugal (31.2 kgCO<sub>2</sub>e).
- Limited Service hotels** are more likely to have a lower median carbon footprint per square meter than Full Service hotels.



- Lower Quartile – the 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.
- Median – the middle value found within the geography and segment grouping.
- Upper Quartile – the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.

# 5 INDUSTRY SUPPORTERS



**THE AMERICAN HOTEL & LODGING ASSOCIATION (AHLA)** is the largest hotel association in America, representing more than 30,000 members from all segments of the industry nationwide – including iconic global brands, 80% of all franchised hotels, and the 16 largest hotel companies in the U.S. Headquartered in Washington, D.C., AHLA focuses on strategic advocacy, communications support, and workforce development programs to move the industry forward. Learn more at [www.ahla.com](http://www.ahla.com).



**GREEN LODGING NEWS**, a Hasek Communications L.L.C. publication, is the lodging industry’s leading environmental news source. Created in 2006, it consists of the Green Lodging News website ([www.greenlodgingnews.com](http://www.greenlodgingnews.com)), weekly Monday e-newsletter, weekly Wednesday Green Supplier Spotlight e-blast that focuses on one supplier, and weekly Green Suppliers Spotlight that features multiple suppliers. The website currently attracts 43,000 different visitors each month. The newsletter and Spotlight reach more than 18,000 subscribers. To subscribe to the newsletter and Green Supplier Spotlight, go to [www.greenlodgingnews.com](http://www.greenlodgingnews.com), or e-mail [greenlodgingnews@gmail.com](mailto:greenlodgingnews@gmail.com) to be added to the circulation list.



**PHILHOST (PHILIPPINE HOSPITALITY ON SUSTAINABLE TOURISM)** is an annual event co-organized by Tajara Hospitality, a leader in the Philippines’ hospitality sector. With a diverse line-up of international and local speakers and supporters, PHILHOST offers a dynamic mix of workshops, expert panels, solution spotlights, and detailed analyses of the Philippines’ largest and most unique destinations. Tajara Hospitality unites the industry through this event to address challenges, explore opportunities, and share best practices in sustainability.



**PHUKET HOTELS ASSOCIATION** is a non-profit organization representing 90+ hotels in and around Phuket. The organization promotes the island’s beauty, culture, cuisine, and uniqueness, supports disadvantaged local children with education and hospitality related scholarships, and assist hoteliers in adopting eco-friendly practices that resonate in the community. Their hotel and community projects include “Phuket Green Day” beach cleaning, “Green Planet School Farm” projects, and the annual “PHIST” learning event, promoting sustainable tourism, best practices and innovation in sustainability.



**THE WORLD TRAVEL & TOURISM COUNCIL (WTTC)** is the body representing the global Travel & Tourism industry. WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, drive exports and generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world’s leading private sector Travel & Tourism businesses, covering all Travel & Tourism industries and all regions of the world.

## ABOUT THE HOTEL BENCHMARKING REPORT

The free hotel benchmarking report is available for all 2024 Green Lodging Trends Report participants. This report provides benchmarks against best practices aligned with The Basics as well as other key actions that will advance the industry. The benchmarks will share how each hotel is performing against its peers by geographic location, service type, hotel type and STR chain scale segment. The report is confidential and only distributed to the companies for distribution (if data was received by the company via bulk data share) or directly to the hotels (if data was received via Greenview Portal). A sample page from the report is provided for illustrative purposes.

For any questions regarding the individual benchmarking report, please contact [support@greenviewportal.com](mailto:support@greenviewportal.com).



6

# ABOUT THE HOTEL BENCHMARKING REPORT

Energy Performance			PREVALENCE OF BEST PRACTICE COMP SET		
BEST PRACTICE	Your Response	Benchmark Status	GLOBAL	France	Paris
			Full Service	Full Service	Full Service
Regular Energy Tracking	✓ Yes	● Aligned with best practice	98%	100%	100%
Initiative(s) to Reduce Energy Use	✓ Yes	● Aligned with best practice	84%	83%	82%
Measure Carbon Emissions Regularly	✗ No	● Room for improvement	78%	72%	50%
Initiative(s) to Reduce Carbon Emissions	✓ Yes	● Aligned with best practice	82%	79%	88%
Meeting Room Occupancy Sensors : 90%+	✗ 0%	● Room for improvement	83%	61%	75%
>75% LED Lighting	✗ No	● Room for improvement	83%	85%	75%
Variable Frequency Drives	✗ No	● Room for improvement	78%	82%	55%
Energy Audit	✓ Yes (within the past 4 years)	● Aligned with best practice	54%	63%	67%
HVAC Commissioning/ Retro-Commissioning	✓ Yes	★ Hotel is among the leaders	41%	47%	43%
>90% Windows enhanced reflective and/or insulating	✗ 0%	● Opportunity to be a leader	39%	29%	57%
High Efficiency Boilers	✓ Yes	● Aligned with best practice	69%	57%	60%
High Efficiency Chillers	✗ No	● Room for improvement	60%	50%	55%
Waste Heat Recovery	✗ No, we do not recover waste heat for reuse	● Opportunity to be a leader	28%	43%	39%

