

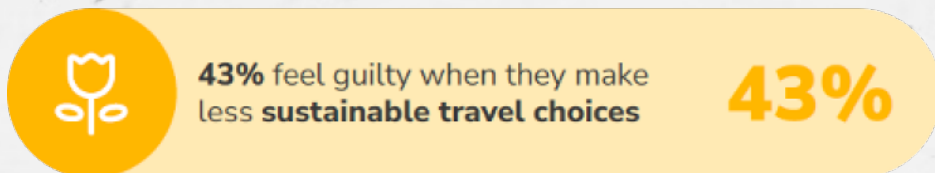
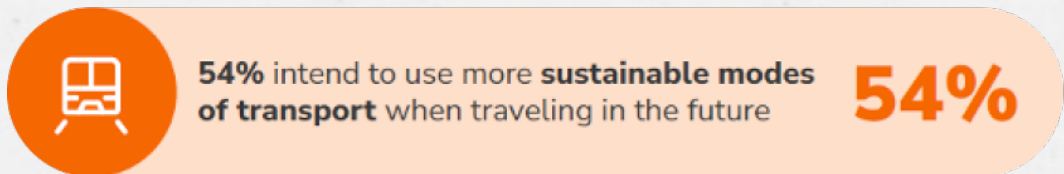
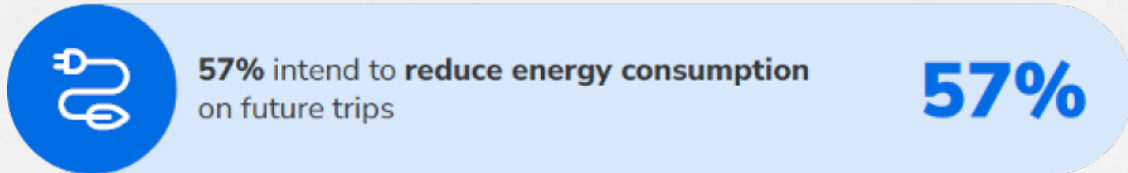
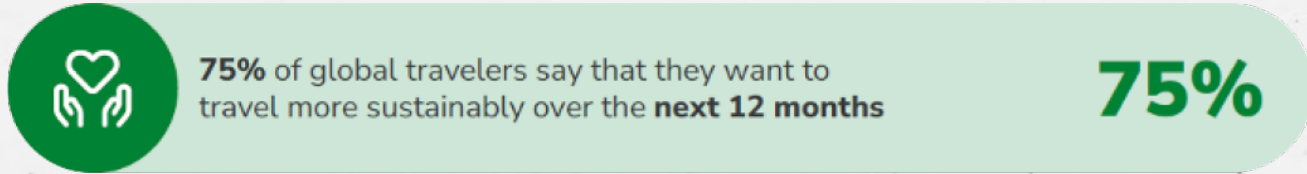
Sustainable
Hospitality Solutions

People Planet Prosperity

From Trend to Industry Standard



Leisure Travel Trend

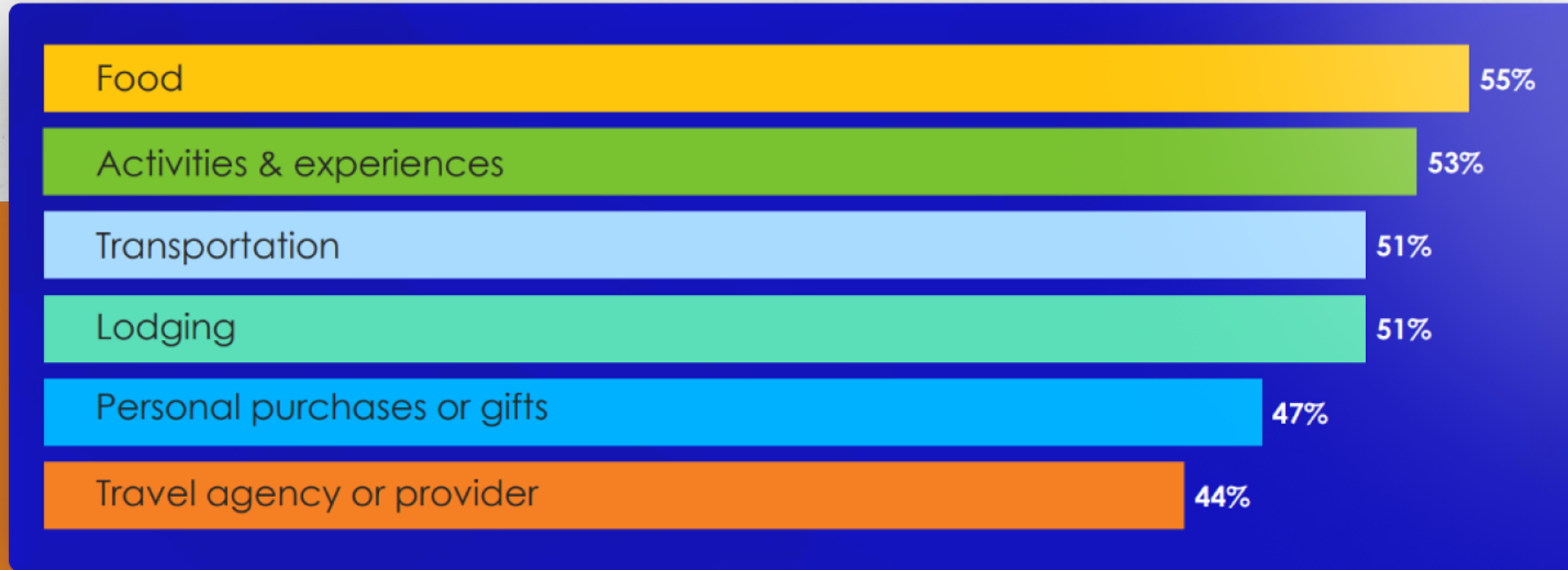


Booking.com Sustainable Travel Study, 2024



Leisure Travel Trend

Consumers are willing to spend more on sustainable travel options



Expedia Sustainable Travel Study, 2022



Business Travel Trend

GBTA has new Sustainable Procurement Standard RFP Guide for their members

76%

Of survey respondents are or planning to integrate sustainability questions into supplier RFPs.

63%

are selecting or planning to select suppliers based on sustainability criteria



GBTA

Global Business Travel Association



Tour Operators

“Corporate values and culture” were named the most important reasons for adopting a sustainability strategy, followed by “responding positively to global issues,” and “public relations and brand”. Terry Dale, CEO, USTOA



OTA Collaboration

67%



Consistency of certification standards is critical to identifying these options with 67% agreeing that all travel booking sites should use the same sustainable certifications or labels.

This has led to Travalyst forming a coalition with global platforms such as Booking.com, Expedia Group, Google, and TripAdvisor to require approved third-party audited certification.

“It is increasingly evident that eco-friendly, sustainable, and responsible travel is much more than a trend. It must become the industry standard.”

– Glenn Fogel, CEO, Booking.com



AHLA & Green Key Global Partnership



Kevin Carey, Interim President

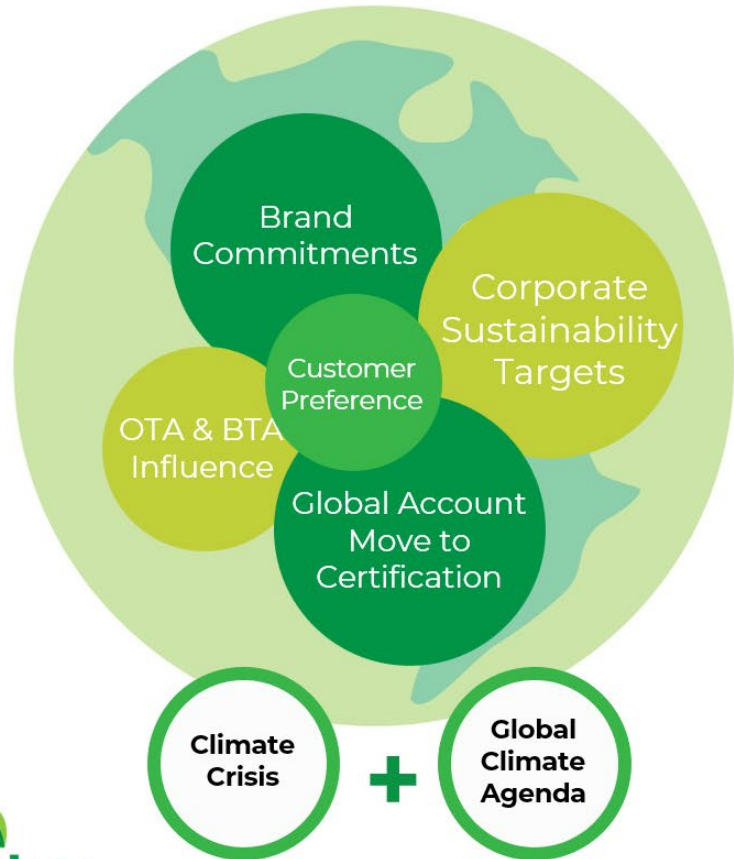


Anick Levesque, Managing Director



CONSUMER DEMAND SHIFT

VALIDITY OF SUSTAINABLE CLAIMS MATTER



71%

want to travel more sustainably over the coming 12 months (10% increase over 2021)



81%

say sustainable travel is important to them



70%

more likely to choose a sustainable accommodation



57%

would feel better staying in accommodation with a sustainable certification



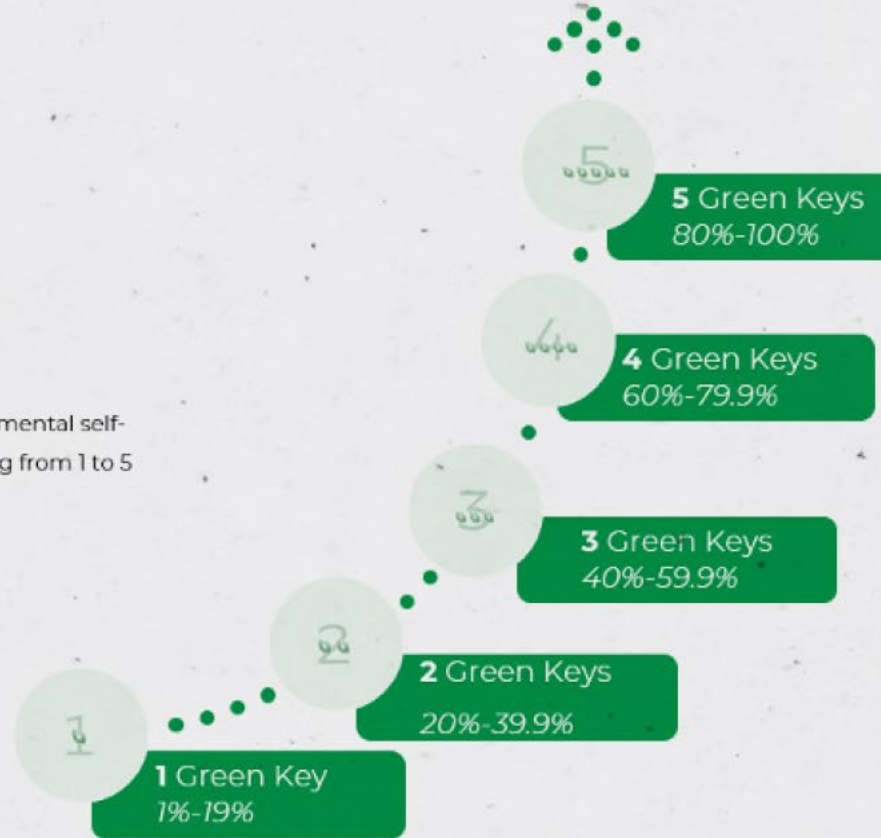
Ref: Global Sustainable Tourism Council & Booking.com 2022 Sustainable Travel Report



Green Key Rating System

AWARDING YOUR **Eco-Rating**

Based on the results of a comprehensive environmental self-assessment, lodging facilities are awarded a rating from 1 to 5 Keys (5 Keys being the highest attainable).



Business Case for Eco-Certification



- **AHLA now co-owns Green Key and is promoting it**
- **Online booking agents (OTAs) now require third-party audited eco-certifications to be listed as being 'green'**
- **Global Business Travel Association (GBTA) released Sustainable Procurement Standard for hotel RFPs**





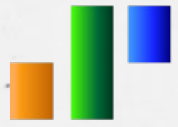
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THANK YOU

