



Sustainable  
Hospitality  
Alliance

# Sustainability in Hospitality: challenges and opportunities

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NetPositiveHospitality

“1.8 billion travellers by 2030 could be  
**1.8 billion opportunities** or  
**1.8 billion disasters**  
and it is up to all of us to choose.”

*Dr. Taleb Rifai, Former Secretary-General of the UNWTO*

**2.8 million**

**Pipeline of new  
hotel rooms**

**126 million**

**Additional jobs will be  
created by 2032  
WTTC forecast**



1. STR

2. WTTC

**NetPositiveHospitality**

**2%**

of companies in Forbes  
World's Best Employers  
list are hotels

**10%**

of private sector forced  
labour occurs in  
accommodation and  
food services

**<1%**

of companies who've set a  
science based target for  
carbon reduction are hotels

**28%**

of industry has a climate  
strategy in place

# The impacts on hospitality



**Extreme weather**



**Waste & pollution**



**Loss of talent**



**Water insecurity**



**Reduced resources**



**Loss of customers**

# The business case for taking positive action



**Boost profit margins through utility savings**



**Increase revenue through satisfying consumer preference**



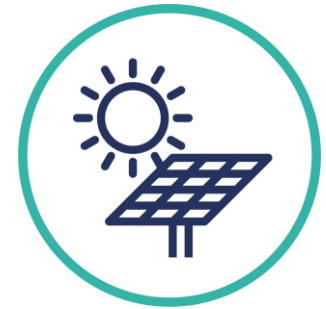
**Future proof investment strategies**



**Regulatory risks and benefits**



**Increase value through certification**



**Ensure a long-term energy supply**

# Challenges



**Reporting requirements**



**Staff turnover**



**Regulatory landscape**



**Fragmented structure**



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Using our collective power across the value chain to deliver impact locally and on a global scale

**7 million** rooms      **50,000** hotels      **270** brands      **CEOs** and C-Suite





A photograph of two young children, a boy in a blue shirt and a girl in a yellow shirt, washing their hands at a public water tap. Water is splashing around their hands. The background is a blurred outdoor setting with greenery.

Creating a prosperous and responsible hospitality industry that **gives back** to the destination more than it takes

# Key opportunities



**Taking a  
holistic  
view**



**Guest  
engagement**



**Sharing best  
practices**



**Hospitality  
specific  
training**



**Collaboration  
and  
partnerships**



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# Embracing the 4Ps

**Prosperity**  
Ensuring economic successes and opportunities benefit all



**Place**  
Working in harmony with our communities and habitats



**People**  
Respecting and enriching the lives of all our people

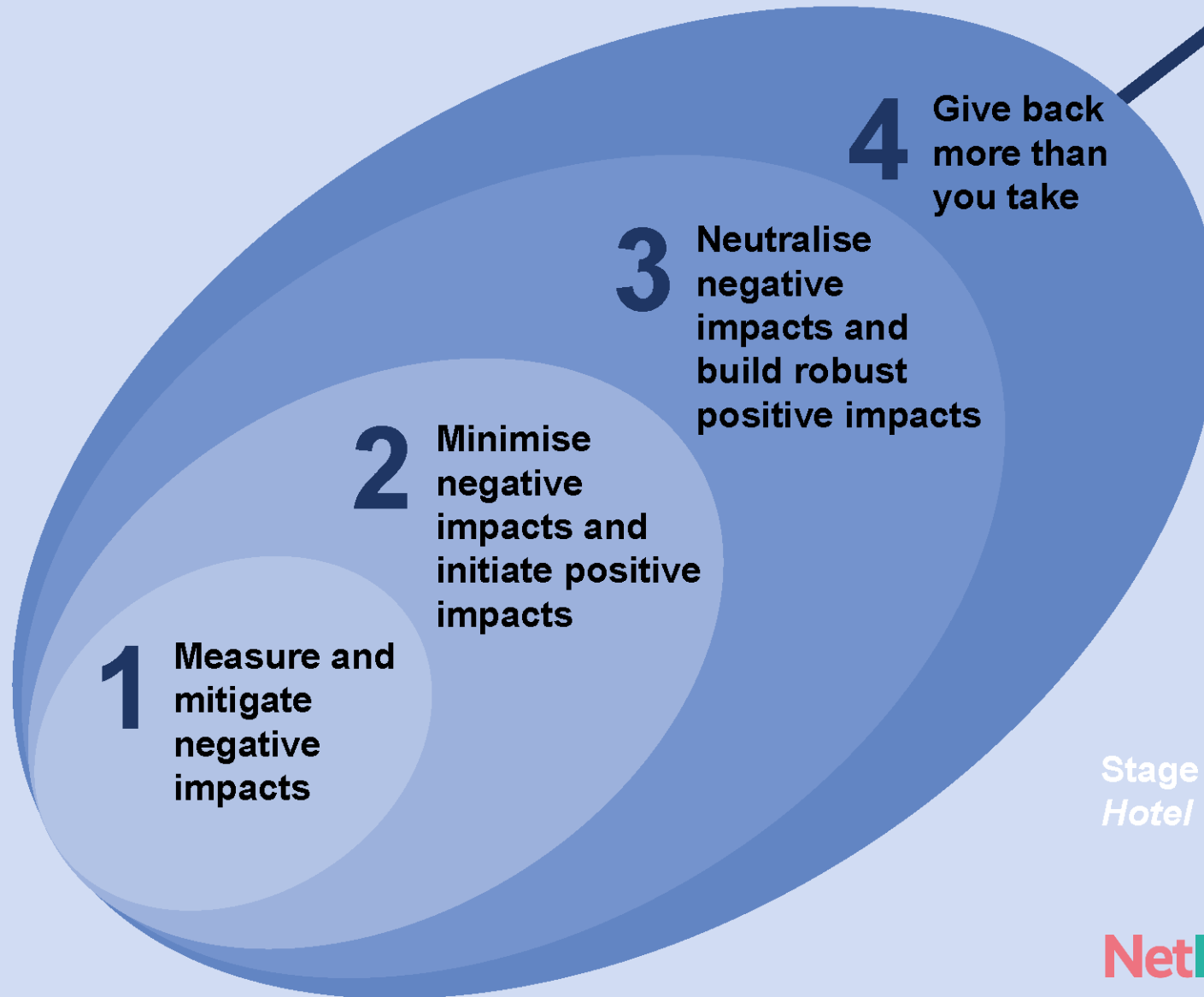


**Planet**  
Replenishing resources and restoring biodiversity for a thriving natural world



# The Pathway to Net Positive Hospitality

**NetPositive  
Hospitality**



Stage 1 includes WTTC  
*Hotel Sustainability Basics*

# Guidance and tools to aid progress on the Pathway

Sustainable Hospitality Alliance

Member area Training Contact Us

About us Our work Resources Get involved News

## Pathway to Net Positive Hospitality

Enabling every hotel to work towards a net positive impact, no matter their starting point

Start your journey >

### Vision: A prosperous and responsible hospitality sector that gives back to the destination more than it takes

What is Net Positive Hospitality?

Net Positive strategies aim to put more back into society, the environment, and the global economy than they take out. By working together as an industry, we have the collective power to ensure that our destinations and communities are protected and regenerated now and for future generations. Hear from leading industry CEOs on how we are making Net Positive Hospitality a reality.

Watch on and everything else is sustained for very many years in the future.

### Taking a holistic approach

Net Positive Hospitality brings together people, planet, place and prosperity to create a better and more sustainable future for all:

**People**  
Respecting and enriching the lives of all our people

**Planet**  
Replenishing resources and restoring biodiversity for a thriving natural world

**Place**  
Working in harmony with our communities and ecosystems

For guidance please see the 'instructions' tab

Filter to find relevant actions

Issue	Action category	Action	Stakeholder relevance				Type of solution	Cost	Ease of doing	Potential impact	Related departments														
			Brand	Operator	Asset owner New-build and renovations	Existing buildings					Engineering	Food and Beverage	Front desk	GM / Leadership	Housekeeping	HR	Meeting rooms	Procurement							
Water Stewardship	Water efficiency	Install water efficient showers eg smart showers or low-flow shower heads (<9 liters/min)		Y	Y	Y	Technical	Low/no cost	Easy	Medium		X			X										
Water Stewardship	Team engagement	Educate employees about water-related issues and any water-saving initiatives in place	Y	Y			Operational	Low/no cost	Easy	Medium									X						
Water Stewardship	Guest engagement	Allow guests to opt out of room cleaning and ensure adequate linen training	Y	Y			Operational	Low/no cost	Easy	Medium				X		X	X								
Waste & Circular Economy	Single use items	Eliminate single-use plastic straws and stirrers. Offer disposables only on request	Y	Y			Operational	Low/no cost	Easy	Medium		X				X				X	X				
Waste & Circular Economy	Single use items	Replace single-use plastic toiletry bottles with bulk dispensers or solid alternatives	Y	Y			Operational	Low/no cost	Easy	High						X									
			Y	Y			Operational	Low/no cost	Easy	Medium		X				X									
			Y	Y			Operational	Low/no cost	Easy	Medium		X	X		X						X	X			
			Y	Y			Operational	Low/no cost	Easy	High		X												X	
			Y	Y			Operational	Low/no cost	Easy	High		X												X	
			Y	Y			Operational	Low/no cost	Easy	Medium		X	X	X	X	X	X	X	X	X	X	X	X	X	
			Y	Y			Operational	Low/no cost	Easy	Medium		X												X	
			Y	Y			Operational	Low/no cost	Easy	Medium		X												X	
			Y	Y			Operational	Low/no cost	Easy	High		X												X	
			Y	Y			Operational	Low/no cost	Easy	High		X												X	
			Y	Y			Operational	Low/no cost	Easy	Medium		X	X	X	X	X	X	X	X	X	X	X	X	X	

## Water | Stage 1 Corporate Office

Kick-start action your journey to becoming a good water steward

### Outcomes

By the end of this stage you will have achieved the following outcomes from the Pathway Framework:

Policy is in place, initial measurements done and data collected.

- Water consumption is measured and regular benchmarking is established.
- Possible sources of pollution are assessed.
- Initial water reduction targets have been set.
- Possible water-related solutions and initiatives have been investigated, a long-term plan created and immediate solutions / initiatives have been implemented.
- A linen reuse policy that requires hotel operators to develop and implement a linen reuse programme is in place [WTTC Hotel Sustainability Basics]

# Human & Labour Rights and Ethical Employment

Promoting ethical recruitment and labour practices in the hotel and tourism industry: scaling engagement and enhancing impact

## Guidance



## Trainings

**COURSE**

**Protected: Recognise and respond: Addressing Human Trafficking in the Hospitality Industry (management)**



**COURSE**

**Protected: Recognise and respond: Addressing Human Trafficking in the Hospitality Industry (non-management)**



**Risks of Modern Slavery in Labour Sourcing**

Course contains audio

Sustainable Hospitality Alliance was previously known as International Tourism Partnership (ITP) as referenced in this training.

## Tools

**Recruitment scams**

**Temporary migrant labour in the hospitality and tourism industry**  
How to address risks when recruiting temporary workers

**Determining the sustainability of hotels in your supply chain**

**Introduction**

Organisations globally are increasingly focused on understanding the sustainability impacts of their supply chains, including directly and for business travel and meetings and events.

The hospitality industry is no exception to become more sustainable. Hotels around the world are of different sizes, many are just starting, others are leading programs and some are leading the way.

This document is intended to provide guidance to organisations looking to ensure the sustainability of hotels in their supply chain. It provides insight on:

- The type of questions that help determine sustainability of hotels
- Where they are best placed to ensure the highest quality responses are received

This guidance has been created with input from member companies of the Alliance and external experts.

**What are the most material sustainability issues in hospitality?**

Hotels are very complex operations and there are many aspects of environmental and social sustainability which are important within hospitality. These are all issues where hotel companies may be able to support organisations, as customers, in their own sustainability goals.

To help provide insights, we've highlighted the issues that are most material to a hotel context:

Environmental	Social
<ul style="list-style-type: none"><li>• Greenhouse gas (GHG) emissions and climate risks</li><li>• Water stewardship and water risks</li><li>• Other stewardship and water risks</li><li>• Waste management and the circular economy (including food waste)</li><li>• Biodiversity</li><li>• Responsible procurement</li><li>• Air quality</li></ul>	<ul style="list-style-type: none"><li>• Human rights (including human trafficking and modern slavery)</li><li>• Ethical recruitment and decent working conditions</li><li>• Diversity, equity and inclusion</li><li>• Youth employment</li><li>• Community support</li><li>• Local economic practices</li></ul>

Responsible Hospitality for a Better World

# Environmental impacts

Accelerating decarbonisation and regeneration in the hospitality industry through the scaling of best practices and understanding of impacts

## Guidance

**Hotel Global Decarbonisation Report**  
November 2017

**Water Risk Assessment**  
November 2019

**Responsible procurement**  
This factsheet explores how responsible purchasing can positively impact hotel operators.

**Single-use plastics**  
This factsheet explores the issues of single-use plastics and provides recommendations on how to reduce their use.

**Hotel sustainability certifications**  
This factsheet explores the benefits of hotel sustainability certification and gives an overview of the different types with advice on how to get started with the certification process.

**Food waste**  
This factsheet explores the issue of food waste and provides recommendations on how to reduce your impact.

**Single-use plastics in hospitality**  
Hotels commonly use single-use plastic items within their operations. Here we explore how to reduce their use within hotels.

## Tools and Measurement methodologies

**Hotel Waste Measurement Methodology v1.0**  
Collaborating with Greenview and WWF.

**Hotel Carbon Measurement Initiative (HCMI)**  
December 2016

**Hotel Water Measurement Initiative (HWMI)**  
September 2016

**Destination Water Risk Index**  
2nd edition, March 2023



# World Academy for Sustainable Hospitality



Enabling every hotel and every hospitality employee to work towards a net positive impact, no matter their starting point

## Benefits of the Academy will include:



**customised learning journeys and resources** on sustainable hospitality and a constantly updated media library



**high-quality standards** upheld by collaborating with experts, hotels and universities



**seamless technical integration** ensuring effortless implementation and adoption



**availability at any time and from anywhere** through an intuitive online platform, specially tailored to individual requirements



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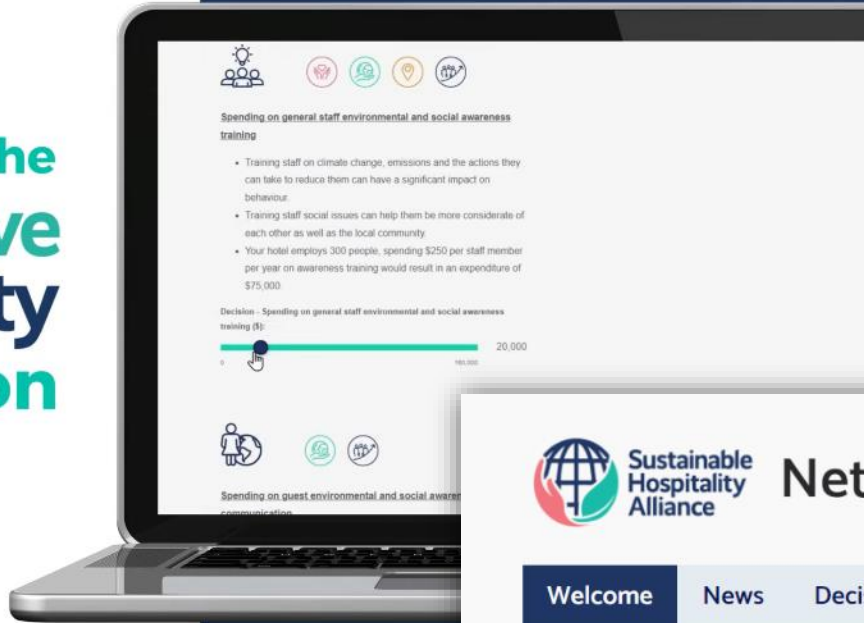


Environmental	Social	Governance
<b>Resource Use &amp; Pollution</b> Water Material Use GHG Emissions & Energy Waste  <b>Nature Protection</b> Ecosystems & Biodiversity	<b>Fairness In The Workplace</b> Human Rights Labour Practices  <b>Equitable &amp; Better Opportunities</b> Equity, Diversity, Inclusion Employee engagement  <b>Community Partnerships &amp; Support</b> Community Partnerships Local Sourcing & SMEs  <b>Customer Welfare</b> Customer Welfare	<b>Net Positive Governance</b> Stakeholder Engagement Management & Compliance Commitments & Reporting

NetPositiveHospitality



# Introducing the NetPositive Hospitality Simulation



Powered by



## Net Positive Hospitality Simulation

Welcome

News

Decisions

Dashboard

Glossary

Net Positive Hospitality

Your Challenge

Baseline

Start

### Your Challenge

1. Analyze



2. Decide



3. Review Results



 Sim Institute



NetPositiveHospitality

# Case studies

## IHG Australia

Worked with a group purchasing organisation to support indigenous people.



Jobs for youth



Protecting endangered species



2 x Full-time employees



## Youth Employment Programme

Supports young people and those at risk to find jobs in hospitality.



Life skills



Financial security



6,000 supported

# Case studies

## Four Seasons Resorts Maldives

Has been building an artificial reef with 'Reefscapers' for 22 years.



8,500 structures



40 coral species



Use of AI monitoring



## Arabella Hospitality

Partnered with other companies on Mallorca in creating a circular food economy.



Organic produce



Support of local farmers



Reduction of waste



# Recognising best practices



**WORLD  
SUSTAINABLE  
TRAVEL &  
HOSPITALITY  
AWARDS**

21 categories including:

- Leading sustainable organisation
- Leading sustainable supply chain programme
- Leading sustainable partnership
- Leading sustainable conservation and biodiversity programme
- Leading sustainable community engagement programme
- Leading sustainable employer

Applications close:  
**24<sup>th</sup> May**



<https://wstha.com/enter>

**NetPositiveHospitality**

# Summary

## Challenges



Reporting requirements



Staff turnover



Regulatory landscape



Fragmented structure

## Opportunities



Taking a holistic view



Hospitality specific training



Sharing best practices



Guest engagement



Collaboration and partnerships

# NetPositiveHospitality

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