



WTTTC's Hotel Sustainability Basics Surpasses 1,700 Properties

From Mexico to Mauritius, Basics is now a globally recognised scheme to verify hotels' green credentials.

Global partnerships strengthen as ITB spotlights sustainable Travel & Tourism

Berlin, Germany: The World Travel & Tourism Council's (WTTTC) Hotel Sustainability Basics (Basics), the global initiative helping hoteliers on their first steps to improve their sustainability ratings, has reached a significant milestone with over 1,700 hotels verified across 70 countries worldwide.

In her speech at ITB Berlin, WTTTC President & CEO Julia Simpson celebrated the achievement and highlighted the commitment of the industry towards a more sustainable future. Basics is a key pillar to making hotels more sustainable and giving the public an at-a-glance verification.

Hotels groups from major Travel & Tourism destinations such as France, China, Mexico, India, Germany, South Africa, Philippines, and Norway, amongst many others, have joined the groundbreaking initiative.

Major hotel brands which have now adopted 'Basics' include Jin Jiang, one of the world's biggest hotel groups with more than 10,000 hotels, European hotel giant Louvre Hotel Group, Choice Hotels, and Radisson Hotel Group.

During its inaugural year, Hotel Sustainability Basics also gained endorsements from destinations worldwide, including the Caribbean, Mauritius, Colombia, UAE, Azerbaijan, Mexico, and Ecuador.

Other major Travel & Tourism brands joining the initiative include adventure travel specialist Intrepid, British Airways Holidays, HBX Group, WebBeds and Abercrombie & Kent.

This independent global sustainability verification programme, overseen by internationally recognised verifiers Green Key and SGS, empowers hotels of all sizes to follow a 12-step programme aimed at reducing carbon emissions, promoting nature conservation, and ensuring local communities benefit from the hotel's operations.

Julia Simpson, WTTTC President & CEO, said: "Our goal is to have a globally recognised trademark that shows customers at a glance, that a hotel is supporting the planet by saving

energy, cutting plastics, protecting nature, and supporting their local community. It is a win win.

‘We launched the scheme only a year ago and the uptake has been incredible. 70 countries have signed up with over 1700 properties verified with a long waiting list. It will bring lasting change.

‘I would like to thank Glen Mandziuk at the Sustainable Hospitality Alliance, Randy Durband at GDST, along with our partners at the Azerbaijan Tourism Board for providing the intellectual rigour and drive to make this happen’

WTTC is committed to leading the charge in sustainable Travel & Tourism, following the demand of the industry, to further advance their work on globally aligned sustainability indicators, hand in hand with the Sustainable Hospitality Alliance.

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Notes to Editor:

The Hotel Sustainability Basics emerged as a result of strong sector demand and is made up of 12 key criteria grouped into three areas: efficiency, which includes measuring and reducing energy and water consumption, waste, and carbon emissions; Planet, which includes some fundamental actions to protect the environment, such as replacing single use plastics with better alternatives, a bed linen reuse program, increasing the use of certified green cleaning products or having vegetarian menu options; and People, which includes actions that hotels should take in order to ensure they are making a positive contribution to the communities in which they are located and initiatives to reduce inequalities in employment within the hotel team or the broader community via supply chain choices.

The verifications are managed by internationally recognised verifiers, Green Key and SGS.

According to research, 80% of all hotels are small and medium businesses