



ENVIRONMENTAL, SOCIAL AND
GOVERNANCE

GSTC Conference - Singapore

#MakeTheDifference

OUR WORLD

OUR COMPANY

“HBX Group has become an industry-leading independent B2B travel marketplace to connect supply and demand for the distribution of hotel rooms and highly complementary travel products.”





200,000+
PROPERTIES



200+
CHANNEL MANAGERS


500+
CAR RENTAL SUPPLIERS


Global
TRANSFER ROUTE
COVERAGE


18,000+
EXPERIENCES


5,6bn+
DAILY SEARCHES


318+
DATA LAKE


870+
WHOLESALEERS


190+
SOURCE MARKETS


66k+
TRAVEL DISTRIBUTORS


170+
COUNTRIES


3,700
EMPLOYEES

OUR WORLD

NEW BRAND ARCHITECTURE

A LEADING B2B SOLUTION PROVIDER FOR WHOLESALERS, SUPPLY PARTNERS AND DESTINATIONS



In 2023, the Group undertook restructuring of its individual brands, and a new corporate identity was formed (Hotelbeds Group renamed HBX Group).

With this change, we intend to promote the Group's evolution as a leading B2B ecosystem player in the TravelTech space, connecting and empowering businesses in the ever-evolving world of travel.

This change has allowed us to simplify our brand structure, consolidating four best-in-class brands under one umbrella and providing a much clearer and optimised experience to our partners and clients.

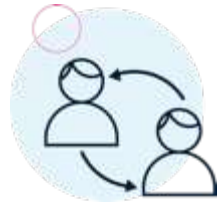
As a result, existing product brands (including Last Minute Travel and Carnect) will continue to operate as their own brands, but will eventually be fully integrated into the HBX Group ecosystem.



OUR ESG CONTRIBUTION & COMMITMENT



OUR CONTRIBUTION TOWARDS **SUSTAINABLE TOURISM**



ENGAGE & INVOLVE

our employees through ESG awareness and active volunteering



INFLUENCE & PARTNER

with our clients and suppliers to create a positive impact



COLLABORATE & SUPPORT

governments and NGOs to achieve their ESG goals

JUST A FEW OF OUR MANY COMMITMENTS:

- The Green Programme
- HBX Group Forest
- Think Big Programme
- GSTC
- WTTC
- Climate Pledge
- Code.org
- Glasgow declaration
- Carbon neutral





OUR ESG COMMITMENT

HBX GROUP IN NUMBERS

ENVIRONMENTAL



MORE THAN
12,000
TREES PLANTED



26.5%
REDUCTION IN PAPER
CONSUMPTION



CARBON NEUTRAL
IN SCOPE 1 & 2 SINCE 2018


40,000
SUSTAINABLE
HOTELS


5,000
SINGLE-USE
PLASTIC FREE
HOTELS


27%
CONVERSION
RATE SUSTAINABLE
WAVE MKT CAMPAIGNS


17%
INCREASE
RENEWABLE
ENERGY
CONSUMPTION


9.2%
REDUCTION IN ENERGY
CONSUMPTION

GOVERNANCE


0%
CYBER SECURITY
BREACHES


100%
EMPLOYEES TRAINED
IN CYBER SECURITY


100%
EMPLOYEES AND SUPPLIERS
HAVE SIGNED THE CODE OF
CONDUCT


100%
EMPLOYEES TRAINED
IN ESG BASICS

SOCIAL


3,700
EMPLOYEES


89
NATIONALITIES


55%
WOMEN


40%
WOMEN ON THE
EXECUTIVE COMMITTEE


95%
PERMANENT
CONTRACTS


8,000
VOLUNTEER
HOURS


805
VOLUNTEERS
INVOLVED


34
CULTURE
HEROES


46%
WOMEN IN
LEADERSHIP


40,000
HOURS OF LEARNING
INVESTED

ENVIRONMENT

SUSTAINABLE HOTELS PROGRAM

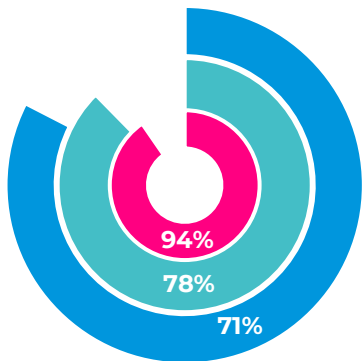
Collaborating with our entire Hospitality ecosystem to innovate

SDG alignment

Raising awareness and working collaboratively to contribute to the sustainable transition of the travel industry

Why?

Proportion of travellers who:



Consider sustainability important

Aim for 1 sustainable property stay per year

Intend to travel more sustainably

What?

Promote **certified sustainable properties**

"Sustainable Waves" campaigns promote best practices awareness and adoption

Collaborate with our stakeholders by providing ESG content and networking opportunities through our **sustainability hub programme**

Impact

40,000 sustainable hotels

30% outperformance of sustainable properties

Almost 6,000 single use plastic-free hotels

100,000 properties with reduced mobility accessibility

What's Next...?

- Automate process of verifying hotel certification in real time
- Expand sustainability features to other products
- Promote WTTTC's hotel sustainability basics implementation and verification to encourage small properties to start the journey





ENVIRONMENT

SUSTAINABLE HOTELS PROGRAM with PARTNERS

“HBX Group is committed to making travel a force for good.”

30% more people have actively chosen to book properties that are part of our Sustainable Hotels programme between 2022 and 2023.

“HBX Group sees 30% growth in sustainable travel.”

Proof of this is that there has been an increase in the number of travellers booking eco-friendly hotels.

Some facts and statements that reaffirm our commitment to the environment:

Criteria for Sustainable Hotels properties, as certified by the Global Sustainable Tourism Council, includes **sustainable management and cultural impacts.**

‘We started the Sustainable Hotels programme in 2019 with 15,000 properties and its since grown to almost 40,000 hotels, representing over 20% of our business as more people actively seek to protect the planet while also exploring it.’



A SPOTLIGHT ON SUSTAINABILITY



Hoteliers and tourist boards joined HBX Group and the Global Sustainable Tourism Council (GSTC) at the MarketHub Americas to shine a light on the full spectrum of sustainability issues facing the travel industry. In this event, it stood out how companies across the travel ecosystem have a role to play in making travel a force for good.



SOCIAL

VOLUNTEERING + DESTINATION DEVELOPMENT – - Project “Think BIG”



THINK
BIG

THINK BIG, with ‘CAMINOS SAGRADOS’

The ‘Think Big’ project seeks to empower rural communities to improve their economic and social situation through responsible and sustainable tourism.

Think Big ‘Caminos Sagrados’ is an international volunteering project in Quintana Roo, Mexico and the first one we will pilot as part of our Think Big initiative in 2024. Two groups of ten volunteers will come to live for two weeks with the Mayan cooperatives, for the

- improvement and digitalisation of their tourism products, as well as
- the validation and application of sustainability criteria.

It is an agreement of shared responsibility between HBX Group and the cooperatives that make up the indigenous tourist route ‘Sacred Paths’ to give value to their traditions, nature and culture.



This collaboration with local communities, made us Pioneers in the travel ecosystem in which we **create sustainable micro-destinations** to promote sustainable travel.



Sustainability Hub

What is it?

It is a **web space** dedicated to sharing **articles, events, resources** and **updates** from the **world of sustainability**, especially aimed at companies in the tourism sector.



3 newsletters sent
16 articles



Check it out!



THINK BIG, by HBX Group

Discover our project where we work with rural communities to promote sustainable tourism and create lasting change!

[Read More](#)



World Tourism Day reflections

Find out how travel fosters understanding and promotes reconciliation!

[Read More](#)



Tourism and biodiversity conservation

Explore effective conservation strategies and sustainable tourism practices for biodiversity.

[Read More](#)



