

WORLD TRAVEL & TOURISM COUNCIL (WTTC)

Hotel Sustainability Basics



Hotel Sustainability Basics





**Why is sustainability imperative today
for the hospitality Industry?**

Benefits for hotels



Operating more
sustainable hotels



Reducing
Operating Costs



Anticipating
regulations



Responding to
Consumer demand



Gaining
market share



Attracting
new talent



Taking part in a
global movement



Obtain a
distinction

Hotel Sustainability Basics

- An initiative *by the industry for the industry*. It responds to the need for global **alignment** around fundamental actions and for supporting businesses in taking the **first step**.
- **Extensive consultations:** +60 global hotel brands and relevant industry bodies e.g. GSTC, SHA, Travalyst.
- **Aligned with existing frameworks and certifications** (WTTC Basics as a first step in Pathway to Net Positive)
- **Verifiable:**





Hotel Sustainability Basics



5,000+
hotels verified



80
Countries across all
continents

Endorsed by destinations, major hotel brands, associations, and platforms around the world

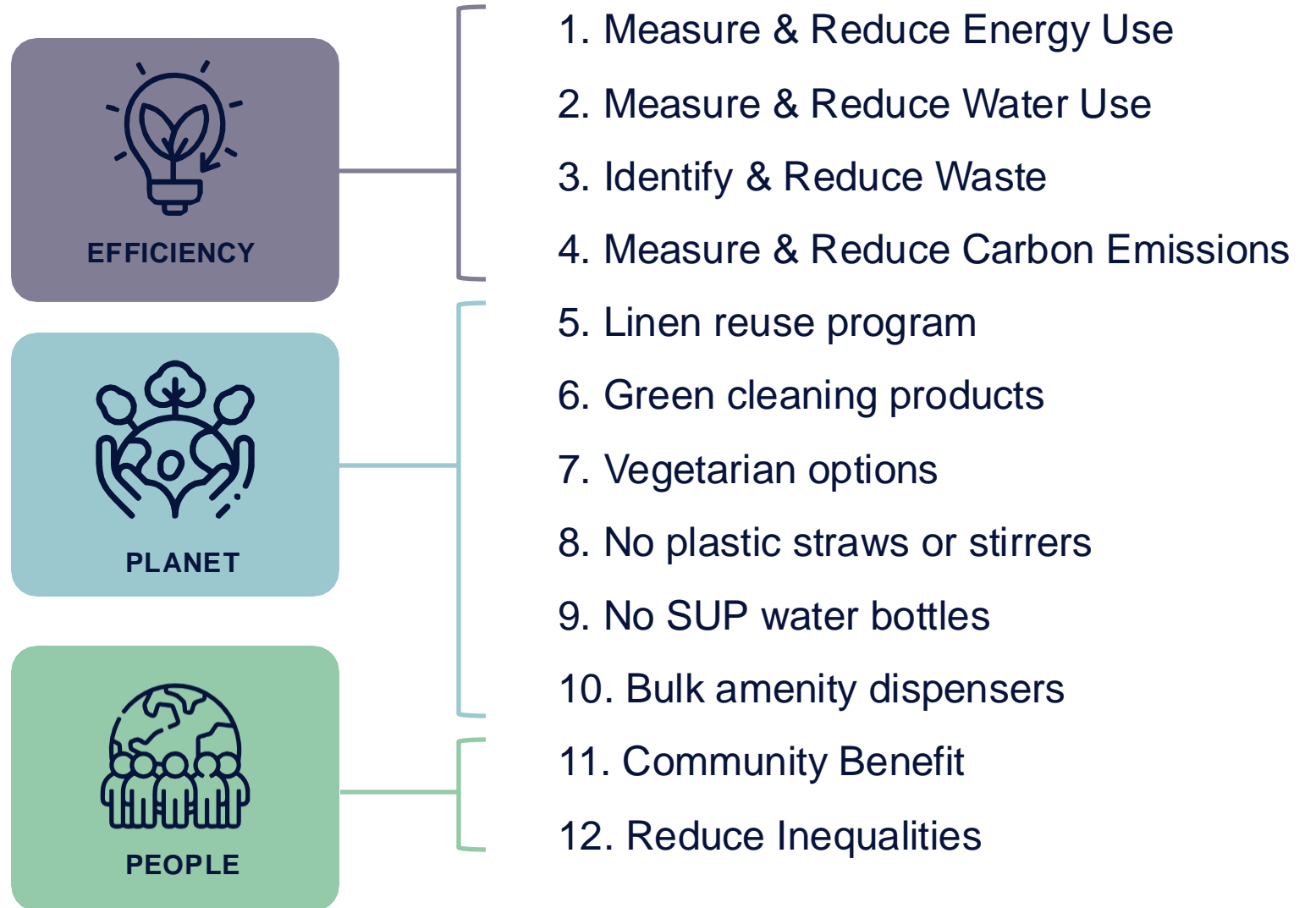
Working with SHA, Travalyst and GSTC on next stage of these globally aligned criteria (Basics +)

An aerial photograph of a tropical coastline. The left side shows a dense forest of palm trees and other greenery. The right side shows a sandy beach meeting turquoise water with visible coral reefs and waves. The text 'The 12 Basics Criteria' is overlaid in white, bold font in the center.

The 12 Basics Criteria

Hotel Sustainability Basics 12 Criteria

Choose at least one criterion from each area. Adhere to 8 criteria by year 1 and complete the 12 criteria by year 3.



WTTC Sustainability Programme Achievements



Hotel Sustainability Basics Programme

'Basics' is our globally recognised programme designed to empower hotels of all sizes to follow a 12-step programme aimed at reducing carbon emission, promoting nature conservation, and ensuring local communities benefit from a hotel's operations



Groundbreaking Net Zero Roadmap

Developed with UNEP, UNFCCC, and Accenture, our Net Zero Roadmap is designed to guide the global Travel & Tourism sector in its battle against the climate crisis. The Roadmap provides concrete guidelines and recommendations to help guide Travel & Tourism businesses on their journey towards net zero.



Environmental & Social Impact Research

Building upon WTTC's world-renowned Economic Impact Research, our pioneering and industry-shaping Environmental and Social Impact Research represents the most comprehensive environmental data in T&T's history. The groundbreaking data covers 185 countries across all regions and will be updated each year with the latest figures.



Nature Positive: A New Collaborative Era

The 'Nature Positive Tourism Partnership' initiative is made up of the WTTC, the WTO (UN Tourism) and the Sustainable Hospitality Alliance. Developed to support the implementation of the Kunming-Montreal Global Biodiversity Framework, the UN's Biodiversity Plan.



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