New online tool makes it easy for hotels to benchmark and calculate their carbon and energy footprints.

Any business can create a report on the footprint of their hotel stays.

ITP (the International Tourism Partnership) and Greenview have launched the Hotel Footprinting Tool which allows anyone easy access to the carbon and energy footprint of hotels worldwide.

Using data from the annual Cornell Hotel Sustainability Benchmarking Study, Hotel Footprinting is a free online tool which enables users to search the range of carbon footprints for hotels worldwide. It’s now far easier for hotels to compare their own carbon footprint to industry averages in their locality.

Businesses seeking to map the footprint of their own hotel stays and meetings can now access more accurate figures for hotels in the area and market segment, rather than using broad industry averages or having to contact individual hotels for information. The footprint report function enables businesses and event organisers to create and download reports for reporting of their scope 3 business travel emissions, or to offset those emissions.

Hotel Footprinting data is compliant with the Hotel Carbon Measurement Initiative (HCMI) methodology, developed by ITP, the World Travel & Tourism Council (WTTC) and a working group of 23 global hotel companies which created a universally recognised methodology for measuring and recording carbon outputs in hotels. Information on the water footprint of hotels will be available from 2017, following the launch of ITP’s Hotel Water Measurement Initiative in September 2016.

Fran Hughes, Director of ITP says, “The number one question from users of HCMI is ‘how can I benchmark my carbon footprint?’ Now hoteliers around the world can easily access that information. We hope that the Hotel Footprinting Tool will accelerate learning and drive action on emissions reduction, and encourage more businesses to calculate and report on their business travel carbon footprint.”

Eric Ricaurte, Founder and CEO of Greenview, says: “Through collaboration with industry leaders this past decade, we finally arrived at a global data set for the hotel industry. In launching the Hotel Footprinting Tool we provide this information to the entire industry to ease calculations, encourage improvement, and understand the industry’s impact globally and locally.”

In the longer term ITP and Greenview will advance the Footprinting Tool to help hotels drive down their own energy use and carbon emissions against the local average and continue to reduce outputs overall. Additionally the information could be incorporated onto online booking engines allowing people to see the carbon footprint of their stay at the point of booking.

The Hotel Footprints Tool can be accessed at www.hotelfootprints.org

Notes to Editors:

About ITP:

The International Tourism Partnership drives responsible business within the hotel industry by engaging with the world’s leading hotel companies. We turn responsible ambition and good ideas into positive action. We do this by sharing best practice, offering practical products and programmes and facilitating collaboration in one of the world’s biggest industries.

For our members we provide a non-competitive platform for leaders to share ideas, build relationships and work together on making the industry more responsible. For hoteliers around the world, however big and small, we provide...
access to valuable information and resources at no cost, allowing them to drive their own responsible business agendas. Most of this information is freely available on www.greenhotelier.org.

For more information go to www.tourismpartnership.org

About Greenview:

Greenview was founded in 2008 to play a pivotal role in advancing sustainability through increasing the prevalence of metrics, measurement and reporting, with the vision of catalyzing innovation and best practices across hospitality and tourism. As a sustainability consultancy and research firm, Greenview specializes in advising travel and tourism organizations with leading expertise and insight for the industry.

In addition to advising several leading global organizations, Greenview has helped launch several innovative industry initiatives including HCMI, the Cornell Hotel Sustainability Benchmarking study, the Hotel Footprinting Tool, the Green Venue Survey and Report, and the UNWTO’s sustainable cruise development strategies for South-East Asia.

For more information please visit www.greenview.sg.

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