

International Tourism Partnership and International Finance Corporation demonstrate the business case for sustainable hotels at World Travel Market

Monday 4th November 2019

Launching today at World Travel Market London (WTM) new research by International Tourism Partnership (ITP), in collaboration with the International Finance Corporation (IFC), demonstrates that far from being an impediment to business, sustainable hotel design offers considerable benefits for all stakeholders.

During “The Challenge of Building Sustainable Hotels” panel, ITP Director Madhu Rajesh will be joined by ITP Board Members Allan Agerholm, Chief Hospitality Officer and CEO of BC Hospitality Group, and Dimitris Manikis, President and Managing Director EMEA, Wyndham Hotels & Resorts, to showcase ITP’s **Business Case for Sustainable Hotels executive summary**.

Climate change is already having a considerable impact on the hospitality sector – from extreme weather events increasing the cost of operations and reducing the number of tourists visiting certain destinations, to the introduction of local and national environmental policies and penalties.

How can hotels help?

The hotel industry accounts for around 1% of global greenhouse gas (GHG) emissions (UNWTO). However, buildings more broadly generate 19% of energy-related GHG emissions and consume 40% of electricity globally (IPCC). With a global pipeline of 2.4 million new hotel rooms (STR), if all new hotels built in the next ten years integrated simple sustainable upgrades in design and operations, the industry would save 42,000,000 tonnes of CO₂ each year (in 2030) (IFC). This is the equivalent to the yearly GHG emissions of 9 million cars (US EPA).

What’s required for progress?

Hotel properties are owned and managed by a variety of stakeholders from investors, owners and developers to hotel brands, operators, and franchisees. Every stakeholder needs to consider sustainability as integral and increase efficiencies by working together.

New research from ITP, the **Business Case for Sustainable Hotels executive summary** created in collaboration with IFC, outlines the financial, reputational and operational benefits, and offers recommendations to all industry stakeholders to ensure better co-ordination to drive sustainable building design from inception to operation.

Announcing the new research, Madhu Rajesh says, “Ethical considerations aside, the key is to understand the different motivations and ensure that the financial benefits for sustainability are compelling for every stakeholder. By showing that it makes good business sense to invest in sustainability, we hope this research will encourage industry-wide action.”

“The Executive Summary that we are launching today highlights 13 key recommendations for investors, owners and operators to embed sustainability in key decisions about a hotel property’s development. We look forward to launching the full report in the coming months.”

“This research fills a major knowledge gap with focused and quantitative analysis,” said Shamsah Fatima Dhala, IFC’s Global Sector Lead for Tourism.

“It shows that the costs are lower than previously thought while the benefits are high, with actionable recommendations for each stakeholder group. The collaboration between IFC and ITP has the capacity to move the entire hospitality industry onto a greener path.”

The Business Case for Sustainable Hotels Executive Summary is now available to download from www.tourismpartnership.org.

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Notes to editors

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About International Tourism Partnership

International Tourism Partnership (ITP) brings together engaged hospitality companies to identify key social and environmental challenges and develop practical solutions for the industry.

ITP is a non-profit membership organisation with 16 members, which represents 30,000 hotels and 4.5 million rooms. ITP’s members are BC Hospitality Group, Caesars Entertainment, Dorint Group, Deutsche Hospitality, Four Seasons Hotels and Resorts, Hilton, Hyatt, Indian Hotels Company Ltd, InterContinental Hotels Group, ITC Hotels, Marriott International, NH Hotel Group, Radisson Hotel Group, Scandic Hotels, Soneva and Wyndham Hotels and Resorts.

Together with its members, ITP has focused on four areas of action for the hotel sector in carbon, water, youth employment and human rights which contribute towards the United Nations Sustainable Development Goals.

ITP is an initiative of Business in the Community (BITC). BITC is the Prince’s Responsible Business Network.

<http://tourismpartnership.org/>