Incentivising business transformation through measurement

Glenn Mandziuk
CEO Sustainable Hospitality Alliance
The need for measurement
“Companies perform better when they are deliberate about their role in society and act in the interests of their employees, customers, communities, and shareholders.”

Larry Fink, Black Rock CEO
Demand from investors

90% of investors now attach greater importance to ESG performance in their decision-making.

1. EY (2021)
Need from employees

1.5% of companies in Forbes World’s Best Employers list are hotels

1. Forbes (2021)
Growing interest from customers

83% of global travellers think sustainable travel is vital

1. Booking.com (2022)
Using the collective power of the industry to deliver impact locally and on a global scale

- ACCOR
- ARABELLA HOSPITALITY
- BWH Hotel Group
- CAESARS ENTERTAINMENT
- DEUTSCHE HOSPITALITY
- Dorint Hotels & Resorts
- Four Seasons Hotels and Resorts
- Hilton
- HYATT
- IBEROSTAR GROUP
- IHG HOTELS & RESORTS
- ITC HOTELS RESPONSIBLE LUXURY
- Jumeirah Hotels & Resorts
- Kerten Hospitality
- Marriott International
- The Merrion
- Radisson Hotel Group
- Scandic
- Soneva
- Whitbread
- Wyndham Hotels & Resorts
- BVA BDRC
- Colliers
- Drees & Sommer
- EY
- KALDEWEI
- PACE Dimensions
- Rabmer
- Union Investment

35% of the global industry by rooms
45,000 hotels
CEOs and C-Suite members
What we are doing

Planet Pathway – enabling every hotel to work towards net positive hospitality whatever their starting point

- Starting: Simple environmental actions
- Advancing: Robust environmental actions
- Accelerating: Net zero impacts for the planet
- Leading: Net positive impacts for the planet
What we are doing
Supporting every hotel to measure their environmental impacts
A methodology and tool for hotels to calculate the carbon footprint of hotel stays and meetings in their properties.

Scope 1 + Scope 2 + Outsourced laundry (Scope 3)
Supporting the use of HCMI data

30,000+ hotels using HCMI & HWMI

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Responsible hospitality for a better world
How to measure social impacts?
Measurement as a catalyst for action

- Understand the impact of your destination
- Track destination progress towards reduction targets
- Align businesses behind common metrics and targets
- Support commitments

Glasgow Declaration
Climate Action in Tourism

https://sustainablehospitalityalliance.org/resource/hotel-carbon-measurement-initiative/
https://sustainablehospitalityalliance.org/resource/hotel-water-measurement-initiative/

Share our resources with businesses

Request and capture data in your reporting

Partner with the Alliance on pilot projects
Responsible hospitality for a better world