

# Lodging Sustainability Guide

This guide focuses on sustainability best practices for lodging properties in the Hospitality Industry. It also aids lodging partners with completing sustainability content in Partner Central.

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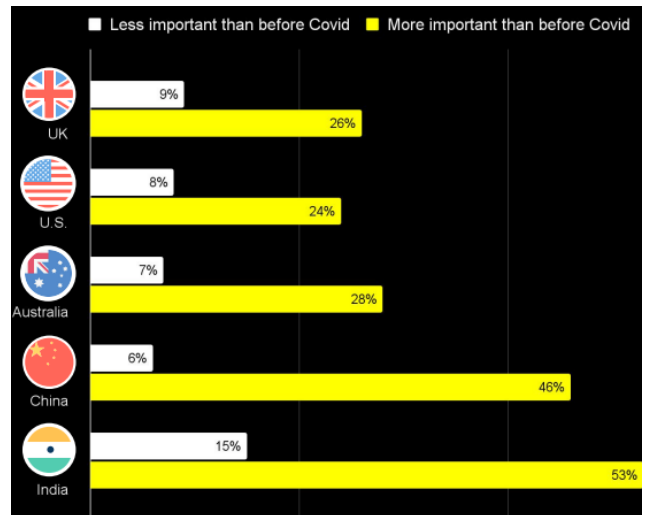
\*Anything underlined in this document is linked to a specific location in this document, or to an external resource.

# Sustainability in Travel

## What is sustainability in travel and why is it important?

According to the Expedia Group Media Solutions Sustainable Travel Study that was conducted in 2022, 90% of consumers look for sustainable options when traveling. That means that nine out of ten travelers booking on Expedia Group sites are more likely to choose your hotel if they feel it provides sustainable options.

In fact, in a recent study, Skift goes as far to say that “sustainability is no longer a nice-to-have,” finding that sustainable business practices are increasingly important to travelers around the world.



## Further, travelers spend more on sustainable travel:



## Did you know? These are some of the areas that travelers view as important when traveling sustainably:

- Lessening environmental impacts
- Supporting local economies
- Supporting local cultures and communities
- Visiting lesser-known destinations

# Sustainability in Travel

## But what does this actually mean for the environment?

According to the latest WTTC (World Travel & Tourism Council) research, tourism CO<sub>2</sub> emissions accounted for 8-11% of global emissions in 2018. Unless we accelerate decarbonization, sector CO<sub>2</sub> emissions could rise by 25% or more by 2030. Meanwhile, in 2017 the Sustainable Hospitality Alliance found that “hotels need to reduce their absolute carbon emissions by 66% by 2030 and by 90% by 2050, to ensure that the predicted growth of the industry does not lead to a corresponding increase in carbon emissions. The industry will need to go even further to help limit warming to 1.5°C which scientists now agree is needed to avoid the very worst impacts of climate change.”

Along with greenhouse gas emissions, hotel practices can impact water supplies, waste and plastic proliferation, and biodiversity and ecosystem management.

## What is Expedia Group doing to drive sustainable travel?

Expedia Group's Open World™ global social impact and sustainability strategy is grounded in the pursuit of three pillars:

- Access to travel for underserved travelers
- Economic advancement for communities underrepresented in the travel industry
- A more prosperous planet for generations to come.

Open World combines Expedia Group's mission, purpose, and values with its traveler-centric mindset to help bridge divides and strengthen connections.

## Open World Social Impact & Sustainability



### Strategic Framework



#### ECONOMIC ADVANCEMENT

We are democratizing the travel business to help more people and communities benefit from the industry's growth and associated benefits.



#### INCLUSIVE PATHWAYS

We are removing barriers so that more people can experience all that travel has to offer.



#### PROSPEROUS PLANET

We are mobilizing our partners and peers to innovate a more sustainable travel industry.

# Market Appropriately

## How to set up your sustainability amenities in Partner Central

Please provide as many details as possible on amenities to ensure we are providing the right information to our guests. Please only select attributes which are already live and in effect in your property- not what you plan to do in the future.

To update your sustainability practices in Partner Central, go to:

Property Details > Property Amenities > Sustainability (picture instructions below)

There are **over 50 amenities/ attributes** to choose from!

The screenshot shows the Expedia Group Partner Central interface. On the left sidebar, 'Property amenities' is highlighted. In the main content area, the 'Sustainability' section is selected, and a blue arrow points to it. The 'Sustainability' section is expanded, showing various categories like 'Safari and game', 'Service animals and pets', 'Transport and shuttles', 'Room services', 'Conveniences', 'Housekeeping', 'In room refreshments', 'Room service', 'Room features', 'Bathroom features', 'Bathroom types', 'Bedding', 'Climate control', 'Club/executive', and 'In-room entertainment'. A blue arrow also points to the 'Eco-friendly' sub-section, which is expanded to show options like 'Energy and water efficiency' and 'Food management'.

This screenshot shows the 'Eco-friendly' sub-section. It includes the following options:

- Vegan menu options offered
- Vegetarian menu options offered
- Gardens & green spaces**
  - Garden
    - Vegetable garden
    - Japanese garden
    - Rooftop garden
    - Living plant wall
- Local culture & community**
  - Tours and activities organised by local guides and businesses
  - Local artists offered a platform to display their talents
  - Community/sustainability reinvestment
    - At least 10% of the property's annual revenue is reinvested into the community and/or into local sustainability projects
  - Guest education on local culture and ecosystems
    - The property provides guests with information regarding local ecosystems, heritage and culture, as well as visitor etiquette
  - Farming classes
- Waste management**
  - Recycling in rooms
  - Composting in rooms

This screenshot shows the 'Eco-friendly' sub-section, continuing from the previous one. It includes the following options:

- Composting in rooms
- Comprehensive recycling plan
  - Plan must include at least 4 waste types, i.e. glass, paper, plastic, and organic
- Comprehensive food waste policy
  - Policy includes education, food waste prevention, reduction, recycling, and disposal
- Reusable coffee/tea filters
- Disposable or single-use plastics are not available
- Water dispenser
- Transport**
  - Electric vehicle (EV) charging stations
  - Bicycles on site
  - Bicycle parking available
- Other**
  - Eco-friendly toiletries
  - Eco-friendly cleaning products available
  - Eco-friendly cleaning products used to clean the property
  - Annual carbon offsets
    - At least 10% of the property's annual carbon footprint must be negated by purchasing certified carbon offsets from reputable organisations
  - Humane treatment of wild animals on site
    - Wild (non-domesticated) animals kept captive on the property are not harvested, consumed, or sold, do not interact directly with the public, and are not put on display

**Did you know?** EG has aligned with [Travelyst](#), so you should see the same sustainability amenities options with Expedia as with many other travel booking channels. The following sections in this handbook will outline what is required to fulfill the various sustainability amenities available in Partner Central.

# Travelers Take Notice



Sustainability-related terms were mentioned twice as often in traveler reviews in January 2022 versus January 2021

Source: Expedia Group Travel Value Index 2023

## Top five sustainability related amenities

mentioned in our traveler reviews:

- 1 Electric car charging stations
- 2 Solar energy
- 3 Recycling
- 4 Elimination of single-use plastics
- 5 Eco-friendly LED lighting

## Expedia Group's Traveler Value Index 2023

✓ *In the following pages, look for the "check mark" denoting attributes now displayed on Expedia Group sites*

# Clean, Efficient Energy

The following property attributes are now captured by Expedia and displayed to travelers, helping you gain visibility for those 90% of travelers who are looking for more sustainable options.

## Conserving Energy

- ✓ LED lighting makes up for at least 80% of the property's guest and public room lighting
- ✓ All the windows at the property are double-glazed
- ✓ Guest rooms have energy saving switches (e.g. keycard-controlled electricity, or motion sensors)

You may also wish to explore the likely energy savings available from:

- Using smart technology and building management systems for climate control
- Installing advanced heat pumps to save on HVAC energy (air source heat pumps transfer heat between the interior and exterior of your hotel as needed)

## Renewable Power

- ✓ Properties' electricity is 100% renewable (solar, wind, or geothermal)

Depending on your property, you may be able to install onsite capacity like solar panels, reducing your costs, increasing resilience to outages, and possibly generating revenue. You might also investigate green tariffs or power purchase agreements (PPAs) in partnership with your local utility. 100% renewables claims may also be achieved through the purchase of renewable energy certificates (RECs).

## Other Attributes

- ✓ One or more charging stations are available on site for electric vehicles
- ✓ One or more charging stations are available on site for electric bicycles

Whether rented or owned, electric vehicles are growing in popularity worldwide. As of December 2022, nearly 60,000 accommodations listed with Expedia Group offer electric vehicle charging, and filtering for this amenity is growing in use by guests.

# Water and Housekeeping



## Guest Rooms

- ✓ Property only uses water-efficient toilets (e.g. low-flow toilets, dual flush toilets)
- ✓ Property only uses water-efficient showers (e.g. smart showers, low flow shower heads)
- ✓ Towels are laundered and/or replaced only on request
- ✓ Bed sheet laundering is available only on request
- ✓ Housekeeping is provided on request for all units
- ✓ All units at the property are supplied with toiletries made from non-toxic, biodegradable ingredients
- ✓ The property is cleaned and/or supplied with cleaning products that are created with non-toxic, biodegradable ingredients

You may also see meaningful water savings from:

- Educate cleaning staff to keep taps off when cleaning bathrooms and to work towards achieving a one-flush standard when cleaning toilets
- Communications to guests encouraging them to do their part to conserve water

## Laundry

- Only run laundry loads when machines are full
- Choose water and energy-efficient options when replacing machines
- Consider installing holding tanks to reuse water from previous rinse cycles
- In bigger properties, consider installing continuous batch washers which use all-rinse water for pre-washing

## Pool

- Invest in a pool cover to reduce evaporation
- Proactively monitor for any leaks
- Lower the water level slightly to reduce water losses from splashing
- Install push-button taps in pool showers

## Regular maintenance

- Monitor all appliances, pools, bathrooms, and other systems for potential leaks.



# Waste Management

Display the following best practices on Expedia Group sites:

## Waste

- ✓ The property has a recycling plan in place (e.g. in guest rooms, common areas, kitchen) for at least four waste types (e.g. glass, paper, plastic, organic)
- ✓ The property composts the biomatter it generates (e.g. food scraps, grass clippings, coffee grounds) or participates in a local or municipal composting program
- ✓ Property has a food waste policy that includes staff education, food waste prevention, reduction, recycling, and disposal

## Plastics

- ✓ Amenities and toiletries normally packaged in single-use plastic are instead supplied to guests by a bulk dispenser
- ✓ Single-use plastic drinking straws, stirrers, soda, and water bottles are not offered
- ✓ The property has reusable cups, tableware, and eating utensils
- ✓ The property has installed water refill stations and encourages guests to use these instead of single-use plastic water bottles

Consider adopting other best practices such as:

- Switch to biodegradable trash bags to transport your waste
- Upgrade to mobile keyless entry or downgrade to metal keys. When Hilton switched over to mobile keyless entry, they estimated that they saved 40 tons of plastic!



Recycling, composting, and single-use plastics reduction programs are highly visible to guests

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# Kitchens and Dining Options

Display the following best practices on Expedia Group sites:

## Food and Dining

- ✓ At least 80% of the food products offered by the property is organic (*following local labeling regulations; generally means food produced without the use of food additives, chemical pesticides, genetically modified (GM) crops or antibiotics*)
- ✓ At least 80% of food is sources from property's local region (e.g. within 50km from property location)
- ✓ Vegetarian (i.e. meatless) dining options are offered
- ✓ Vegan menu options are offered
- ✓ The property uses coffee/tea filters that can be reused, as opposed to disposable filters (typically made from paper)

## Kitchen and Operations

Other best practices which will save water and energy, cut costs, and reduce your overall greenhouse gas emissions from your kitchens include:

- Make sure dishwashers are always fully loaded before running them
- Defrost in the fridge or microwave, rather than under running water
- Set up water-efficient washing stations
- Always choose energy-efficient options when replacing appliances
- Manage inventory carefully to avoid waste of perishable food items
- Plan menus to maximize meals made from existing produce and think of creative ways to use items you may otherwise throw away
- Donate leftover food to charities or on food-waste apps



# Gardens & Outdoors

Display the following best practices on Expedia Group sites:

## Gardens and Green Spaces

- ✓ Fruits and vegetables onsite are produced without the use of food additives, chemical pesticides, genetically-modified crops
- ✓ Green spaces such as gardens/rooftop gardens on the property
- ✓ Japanese Garden
- ✓ Vegetable Garden
- ✓ Living plant wall
- ✓ Excess water from showers, sinks, dishwashers, etc is cleaned and reused to water outside areas -- NOT reused in potable sources

Consider adopting other best practices for onsite gardens and natural areas such as:

- Use rainwater harvesting techniques to capture rainwater to water plants
- Use moisture sensors that switch off irrigation systems and use timers to control water usage
- Always consider planting native plants that are adapted to the local climate and plants that require less water

## Other Attributes

- ✓ Wild (non-domesticated) animals are not displayed/interacted with while captive on the property or harvested, consumed, or sold
- ✓ Bicycle parking and/or storage available
- ✓ Bicycles available for free or for a rental fee on site



# Local Culture and Community

Display the following best practices on Expedia Group sites:

## Sourcing products locally and supporting local businesses

- ✓ Guests are offered tours and activities organised by local guides and businesses
- ✓ Local artists are offered a platform to display their talents

You may also wish to consider:

- Working with local tour operators and restaurants to drive business to the local economy while helping guests find more authentic experiences
- Take the time to educate your guests on local culture and ecosystems, providing guests with information regarding local ecosystems, heritage and culture, as well as visitor etiquette

## Supporting Local Communities

- ✓ Property invests 10% of it's revenue back into the community or in local sustainability projects
- ✓ Property provides guests with information regarding local ecosystems, heritage and culture, as well as visitor etiquette

You may also wish to consider:

- Prioritize hiring employees from local communities
- When hiring, make sure the recruiting process is as fair as possible, taking care to minimize bias and create an equitable recruitment process
- Sign the [Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism](#) and commit to training your staff and raising awareness amongst guests to take a stance against human trafficking
- Prioritize inclusion with your employees and guests, training staff to be inclusive of all, regardless of demographic or background
  - **Hot Tip:** Expedia's LGBTQ+ friendly filter makes it easier for travelers who identify as part of the LGBTQ+ community to find hotels where they have a higher chance of feeling safe
- Mobilize your team to address issues in your local community by helping to influence and address a variety of pressing issues through events, donations, employee volunteer days, and representation in local government and association groups

# Greenhouse Gas Best Practices

Display the following best practices on Expedia Group sites:

## Carbon Offsets

- ✓ At least 10% of the property's annual carbon footprint is offset through the purchase of certified carbon offsets

## Refrigerant Gases

Refrigerant gases, also known as “F-gases,” are used in cooling devices, primarily in refrigerators and air conditioning units. Traditional refrigerants such as hydrofluorocarbons (HFCs) create ozone-depleting greenhouse emissions – a single molecule of a common HFC (R-410A) causes over 2000 times more global warming in the atmosphere a single molecule of carbon dioxide.

Tackle this often-overlooked contributor to climate change by identifying and addressing leaks as quickly as possible, updating machinery to systems that use less-harmful gases, and adjusting operations to reduce reliance on refrigeration and cooling.



# Acknowledgements

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# Appendix A: Additional Resources

- [Expedia Group Accessibility Handbook](#)
- [Open World social impact & sustainability strategy](#)
- [Hotel Carbon Measurement Initiative](#)
- [Hotel Water Measurement Initiative](#)
- [Cornell Hotel Sustainability Benchmarking](#)
- [World Green Buildings Council Net Zero Carbon Buildings initiative](#)
- [International Living Futures Institute](#)
- [Future of Real Estate Power Initiative](#)
- [Greenview Hotel Carbon Footprint Tool](#)
- [Oceana Zero Plastic Waste Hospitality Initiative](#)
- [Iberostar report](#)

# Appendix B: Glossary

<b>ESG</b>	Environmental & Social Governance (initiatives)
<b>LEED</b>	Leadership in Energy and Environmental Design (Developed by the United States Green Building Council)
<b>USGBC</b>	United States Green Building Council
<b>NDC</b>	Nationally Determined Contributions ( <a href="#">Link</a> )
<b>NGO</b>	Non-Governmental Organization (and non-profit)
<b>REC</b>	Renewable Energy Credit
<b>SAF</b>	Sustainable Aviation Fuel
<b>SHA</b>	Sustainable Hospitality Alliance
<b>TIM</b>	Travel Impact Model (for estimating flight emissions, by Travalyst)
<b>Carbon Offsets</b>	<u>Carbon offsets are tradable “rights” or certificates linked to activities that lower the amount of carbon dioxide (CO<sub>2</sub>) in the atmosphere</u>





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