

Press release:

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United hospitality industry sets ambitious global vision for sector sustainability

The Sustainable Hospitality Alliance, the leading global network in responsible hospitality, has launched the *Pathway to Net Positive Hospitality for the Planet*. The vision of the Pathway is that every hotel around the world can, and must, aim for net positive environmental impacts, whatever their starting point.

To achieve this goal, the Pathway provides a practical, four-stage guidance framework as a free resource that supports all parts of the hospitality value chain to progress in a cohesive, strategic manner. It includes detailed action guidance for hotel operators, brands and asset owners, applicable to both single or multi-unit organisations.

The Pathway outlines increasing environmental ambitions and scope across the four stages which take account of the different levels of sustainability maturity across the industry. The accompanying resources enable users to build individualised action plans which are relevant to their specific situation and location.

The Pathway recognises that sustainability is crucially important to the sector's long-term success and that all businesses need to evolve and innovate as stakeholder needs and expectations change. With 83% of global travellers stating that sustainable travel is vital,¹ combined with the vulnerability of the industry to environmental impacts such as extreme weather and water scarcity, a robust sustainability strategy is now an essential element for all hospitality businesses.

Climate action failure is ranked as the top global risk in the 2022 World Economic Forum *Global Risks Report*,² which also includes extreme weather, biodiversity loss, human environmental damage, and natural resource crises. The Pathway has addressed these key environmental issues in relation to the hospitality industry, and includes emissions, water, consumption, waste and biodiversity in the action planning.

The *Pathway to Net Positive Hospitality* has both been created in direct collaboration with the hospitality industry and its value chain, in consultation with environmental and industry experts. The vision and approach is supported by the World Travel & Tourism Council (WTTC), which represents the global Travel & Tourism private sector, and aligns with their work to provide a robust foundation for sustainability across the industry.

Wolfgang M. Neumann, Sustainable Hospitality Alliance Chair said: "Our Pathway fills the current vacuum of a co-ordinated and focussed strategic plan across the hospitality industry to tackle the urgently needed climate actions. It is a practical tool for any hotel, no matter their starting point, to obtain guidance on how to prioritise and sequence targeted and measurable climate actions. The Alliance wants to encourage all hotels to embrace the journey all the way to net positive. We are spearheading the dialogue beyond having 'zero' impact and setting a vision for what we can be putting back into the natural world with a lasting 'positive' impact on our planet and its people."

¹ Booking.com, [Sustainable Travel Report \(2021\)](#)

² World Economic Forum, [Global Risks Report \(2022\)](#)

To prioritise supporting the industry with its near-term needs, the first two stages of the *Pathway to Net Positive Hospitality* launched in March 2022. The final two stages of the Pathway will be released later in 2022 after further consultation to account for the changing landscape and fully explore the more complex challenges.

Find out more www.sustainablehospitalityalliance.org/pathway

Quotes from the hospitality industry

"It's a matter of moving from compensation to contribution. In order to do this, it cannot only be talk. You need a Pathway and you need a guide. You need to think together and act together, totally regardless of how big or how small you are. Within this Pathway and within this ambition, we are going to make a marker." **Sébastien Bazin, Chairman and CEO, Accor Group**

"We have only one chance with planet earth. Deutsche Hospitality with its approximately 11,000 employees is aware of this responsibility. Participation in the Sustainable Hospitality Alliance's "Pathway to Net Positive Hospitality" therefore is a matter close to our hearts. Let's seize the opportunity to make a big difference together." **Marcus Bernhardt, CEO, Deutsche Hospitality/Steigenberger Hotels AG**

"No one company can shape the future of responsible travel alone. It requires teamwork and a collective effort across the industry to achieve a common goal. The Pathway will help create tangible change locally and internationally at scale, supporting every hotel globally, no matter their starting point. Alongside our own clear sustainability plans and programmes, IHG looks forward to working with the Sustainable Hospitality Alliance to ensure the Pathway plays its part in helping write a more sustainable future for us all." **Keith Barr, CEO, IHG Hotels and Resorts**

"Today is our industry's carpe diem moment! Collectively, we need to act to end the Planet damage we've been causing, both environmentally and socially. That is why it is important to combine policy-drafting and rule implementation with the support and motivation of our teams globally to act on their ideas NOW. The reference we make as Kerten Hospitality to the "butterfly effect" whereby the softest flutter of a wing can affect the molecules around it, setting off a chain reaction that amplifies into major change that have lasting impacts on the surrounding environment." **Marloes Knippenberg, CEO, Kerten Hospitality**

"We are proud to be part of the creation of the Pathway to Net Positive Hospitality – underscoring our industry's commitment to protect the environment and limit the effects of climate change on our planet. Led by the Sustainable Hospitality Alliance, this collaboration will allow the hospitality industry to have a much greater impact collectively than we can individually. We encourage others in the industry to join us on this Pathway, to help our communities remain vibrant places to live, work and visit, and create a better, more sustainable future for all." **Anthony Capuano, CEO, Marriott International**

"The Pathway to Net Positive Hospitality provides an excellent framework for the Sustainable Hospitality Alliance's planet work going forward. The hotel industry needs to come together to define a clear and common framework for basic hotel sustainability, in all transparency to the traveller and suitable for hotels just getting started on the journey." **Federico J González, President & CEO Radisson Hotel Group**

"Soneva is proud to support the development of the Pathway to Net Positive Hospitality – an industry collaboration led by the Sustainable Hospitality Alliance. As an industry, it is paramount

that we work towards a net positive future and at Soneva we continue to pioneer a more sustainable solution. Our resorts have been carbon neutral since 2012, including indirect emissions such as guest air travel. We aim for half of our power supply to come from renewables by 2023 and to eliminate fossil fuels from our operations, including our own boats and planes, by 2030.”

Sonu Shivdasani, CEO and Co-founder, Soneva

“We have a collective responsibility to collaborate as an industry and move quickly to reduce our environmental impact. We have a unique opportunity to make a meaningful impact on the world and through active participation in organizations like the Sustainable Hospitality Alliance we can make great progress together to help ensure the future remains bright.” **Geoffrey A. Ballotti, President and Chief Executive Officer, Wyndham Hotels & Resorts**

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www.sustainablehospitalityalliance.org/pathway

Notes for Editors

For further information please contact:

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If you are interested in arranging an interview with Wolfgang M. Neumann, Chair of Sustainable Hospitality Alliance, Interim CEO Patrick O’Meara, or senior industry executives from our [Board of Trustees](#) or [members](#), please get in touch.

About the Sustainable Hospitality Alliance:

The Sustainable Hospitality Alliance brings together engaged hospitality companies and uses the collective power of the industry to deliver impact locally and on a global scale. They work with leading hospitality companies and strategic partners to address key challenges affecting our planet and its people, and develop free practical resources and programmes to enable the wider industry to operate responsibly and grow sustainably.

Aligned with the United Nations Sustainable Development Goals, they commit to drive continued action on human rights, youth employment, equity, diversity and inclusion, and climate action, water stewardship and responsible resourcing. Their members make up 30% of the global hotel industry by rooms and include 16 world-leading hotel companies with a combined reach of over 35,000 properties and 5.5 million rooms.