

6 December 2022

## Global networks for sustainable hospitality and business travel form partnership to advance responsible corporate travel

The Sustainable Hospitality Alliance (the Alliance), the leading network for responsible hospitality, has formed a co-operation agreement with the Global Business Travel Association Foundation (GBTA) to help the global business travel industry create a positive impact and a better future for people and the planet.

Sustainability is an increasingly important factor in the business travel sector – which represented \$1.4 trillion USD in pre-pandemic 2019 global travel spending annually<sup>1</sup> – and is now a shared concern for business travel buyers and suppliers. GBTA research shows that the business travel sector worldwide views addressing climate change as the number one priority area for action (88%), and are putting tangible steps in place. Three-quarters (76%) of travel buyers report they have already incorporated or are planning to incorporate sustainability objectives in their company's travel policies.<sup>2</sup>

Through this partnership, both organisations will be collaborating to build a more sustainable future for business travel by working across both the business travel community and the hospitality providers and suppliers which accommodate them.

One of the challenges reported by business travel buyers is the lack of transparent sustainability data, with 63% of the industry wanting improved access to data. Therefore a key pillar for joint action will be to drive the uptake of a consistent and robust approach to carbon measurement for the accommodation sector through the Hotel Carbon Measurement Initiative ([HCMI](#)) – a carbon calculation methodology developed by the Sustainable Hospitality Alliance. Already utilised across the hotel industry, the tool is recognised by GBTA as a go-to standard measurement for hotels at any stage in their sustainability journey and is included in GBTA's revamped [Sustainability Toolkit](#) – a guide for corporate travel managers to track and improve the environmental performance of their travel programs.

**Glenn Mandziuk, CEO, Sustainable Hospitality Alliance said:** “If we are to make net positive hospitality a reality, we need to involve all parts of the hospitality chain from owner to guest. We are therefore delighted to be partnering with the GBTA Foundation. This partnership brings together our reach and expertise within the hospitality sector with GBTA's impact in the business travel community to ensure travellers can conduct business globally while doing what is right for society and the planet.”

**Delphine Millot, SVP Sustainability, Global Business Travel Association (GBTA), said:** “Harmonising the way emissions are measured on an industry-wide, global scale is critical to allow corporations to effectively calculate and compare emissions from their hotel stays. HCMI, given its accuracy, availability and transparency, provides the right framework for the hospitality sector. GBTA looks forward to collaborating with the Sustainable Hospitality Alliance to ensure a wider use and uptake of HCMI as a go-to standard for hotels' carbon measurement.”

<sup>1</sup> GBTA, [Business Travel Index Outlook](#), 2022

<sup>2</sup> GBTA, [The State of Sustainability in the Global Business Travel Sector](#), 2022

For further information, please visit the Sustainable Hospitality Alliance [website](#), or for further insight on the state of sustainability in the global business travel sector, please see the latest [research](#) from GBTA.

---ENDS---

## Notes for editors

### For more information please contact:

Emily McLeish, Head of Communications, Sustainable Hospitality Alliance,  
[press@sustainablehospitalityalliance.org](mailto:press@sustainablehospitalityalliance.org)

### About the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together the hospitality industry and strategic partners to address key challenges affecting the planet and its people, local destinations and communities. They develop practical free resources and programmes to create a prosperous and responsible hospitality sector that gives back more than it takes.

Their members make up almost 40% of the global hotel industry – totalling 7 million rooms – and include world-leading hotel companies including Marriott International, Hilton, IHG, Hyatt and Radisson Hotel Group as well as regional brands.

Their network also includes other parts of the hospitality value chain, including owners, investors and suppliers, to further drive joined up action on sustainability, and accelerate the industry on the path to net positive hospitality. For more information, please visit:  
[www.sustainablehospitalityalliance.org](http://www.sustainablehospitalityalliance.org).

### About the Global Business Travel Association Foundation

The Global Business Travel Association Foundation helps the global business travel industry worldwide create a positive impact and a better future for people and the planet. The Foundation is the charitable arm of GBTA, the world's premier business travel and meetings trade organisation. GBTA's sustainability initiative aims to build a greener future for business travel and empower corporate travel buyers and suppliers to reduce emissions and act on climate through education, advocacy and partnerships. For more information, visit: <https://gbtafoundation.org>.