

Pathway to NetPositiveHospitality

Stage 1

Understand impact & dependencies

1. Gather available data on guest satisfaction, and customer diversity
2. Review any current systems for guests and corporate customers to provide feedback
3. Review current standard cleaning protocols and how staff are trained about these
4. Review and record building safety legislation related to the portfolio
5. Support hotels in portfolio to carry out a safety equipment audit in all rooms
6. Assess current progress and challenges related to equity, diversity and inclusion (EDI) in the guest experience
7. Set a baseline based on qualitative and quantitative data collected

Set targets

8. Set company targets for EDI in the guest experience to address challenges previously mapped
9. Share targets with internal stakeholders, including region HR leads and hotel GMs

Take action

10. Review available guidance to identify relevant actions
11. Determine and gather required resources
12. Review and update governance procedures relating to customer welfare
13. Inform employees about objectives and their role in achieving them, offering training where necessary
14. Communicate with guests by including information about sustainability activities in hotel collateral and/or include information on menus or in rooms

Stage 2

Understand impact & dependencies

1. Carry out an accessibility audit to determine the current level of accessibility of all sites, buildings and activities on offer, and identify opportunities for improvement
2. Review how accessibility and sustainability are currently communicated to customers
3. Review customer feedback process to determine if improvements could be made to increase quality of feedback

Set targets

4. Set targets to improve accessibility and engage customers with sustainability measures
5. Review and strengthen previous targets to improve EDI in the guest experience

Take action

6. Review guidance to identify relevant actions
7. Record customer welfare progress and initiatives in the Sustainability Monitoring System (SMS)
8. Determine and gather required resources
9. Review and update governance procedures relating to customer welfare
10. Raise employee awareness of customer welfare commitments, and their role in achieving them
11. Engage with customers and enable them to make more sustainable choices

Stage 3

Understand impact & dependencies

1. Review public sustainability claims and assess level of evidence to support these
2. Review current opportunities for customers to engage in environmental and social initiatives, and current level of engagement

Set targets

3. Review, strengthen and extend targets for EDI in the guest experience, improving accessibility, and engaging customers in sustainability measures

Take action

4. Review guidance to identify and select relevant actions
5. Update standard operating procedures and policies to help achieve customer welfare goals

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| | 6. Determine and gather required resources |
| | 7. Review and update governance procedures relating to customer welfare |
| | 8. Actively engage your staff and encourage innovation |