



World
Sustainable
Hospitality
Alliance

Advancing towards **NetPositive**Hospitality

2024 Progress Report

December 2024



Together, we've taken vital steps to build a prosperous and responsible hospitality industry that gives back to the destination more than it takes.



As we reflect on 2024, I am proud to reflect on the extraordinary strides we have made as a global community, in reshaping the hospitality industry to be a force for positive environmental, social, and economic change. At the World Sustainable Hospitality Alliance, 2024 has been a landmark for collaboration and harmonisation across our global community, as we've worked to drive alignment, innovation and education.

This year, we achieved several ground-breaking milestones that demonstrate our unwavering commitment to sustainable and responsible practices. We unveiled the first wave of Universal Sustainability Key Performance Indicators (KPIs) at COP29, creating a unified framework for measuring industry-wide progress. We launched the World Academy for Sustainable Hospitality, which is now poised to equip hospitality professionals with the skills and knowledge to translate our Net Positive vision into action. Our new Employability Programme in Egypt saw its first cohort graduate in February, followed by seven further cohorts throughout 2024, and our newly established Net Positive Impact Fund is now ready to accelerate scalable, impactful projects such as these. Plus, the World Sustainable Travel and Hospitality Awards recognised those leading, innovating and inspiring sustainable action.

In 2024, we strategically placed the industry at critical global events to showcase our progress as a sector, including COP16, COP29, Climate Week NYC, World Economic Forum, ITB and World Travel Market, as well as Sustainable Markets Initiative events. We marked a significant evolution by changing our name to the World Sustainable Hospitality Alliance. This change reflects our expanding global reach and our commitment to uniting the industry behind a shared vision of Net Positive Hospitality. As we broaden our impact, our new name reinforces our role as a global leader in sustainability, collaboration, and advocacy.

Another important transition was welcoming Daniella Foster as the new Chair of the Alliance, succeeding our long-standing Chair, Wolfgang M. Neumann. Daniella's leadership experience and passion for sustainability have been and continue to be invaluable, as we strive to regenerate, protect and give back. We are deeply grateful to Wolfgang for his invaluable contributions, which have been instrumental in positioning the Alliance as a catalyst for industry transformation.

The future promises exciting developments as we expand the adoption of the Universal Sustainability KPIs and refine our measurement tools to track progress more effectively. With support from the Net Positive Impact Fund, we will initiate new Accelerator projects aimed at reducing emissions, improving supply chain practices, and protecting and regenerating nature. The Alliance will play a critical role in developing a skilled hospitality workforce by continuing to expand our Employability Programme and providing hospitality-specific sustainability education for every employee through the Academy.

None of this progress would be possible without the tireless efforts of our members, partners, and supporters. We would like to thank every member and partner for their commitment, leadership, and passion. Together, we are proving that sustainability in hospitality is not just a vague ambition, it's a goal upon which our industry relies, and that we are taking action towards, every single day.

Here's to another year of impactful collaboration, as we work to make Net Positive Hospitality a reality!



Glenn Mandziuk
CEO,
World Sustainable
Hospitality Alliance



Daniella Foster
Chair,
World Sustainable
Hospitality Alliance

Our growing network

In 2024 we are delighted to have welcomed 29 prominent new members and expert partners.

As we come to the end of the year, we are proud to represent:



55,000
hotels



7 million
rooms



300+
brands



50+
partners

New members

amadeus



BeCause



EMAAR
HOSPITALITY



FINN
PARTNERS

GRUNDFOS
Possibility in every drop

HIGHGATE



MILLENNIUM
HOTELS AND RESORTS



ORASCOM
Hotels Management



winnow

New expert partners



expedia group



The Richardson Family
SmartState Center of Economic Excellence in
**Tourism and Economic
Development**



2024 Key Milestones

Explore the steps we've taken to propel the hospitality sector towards a **Net Positive** future.



We produced employability guidance videos with hotels in India

We were delighted to join team members at the Grand Hyatt and Four Seasons Hotel hotels in Mumbai, to film two new guidance videos for hotels. Speaking to the hotel's General Managers and HR leaders, alongside our NGO partner and the trainees themselves - the videos explore the importance of training people from the local community and how to ensure trainees feel confident, supported and motivated.



We celebrated the first Employability Programme graduation in Egypt

The first ceremony saw the jubilation of 50 graduates who had been trained by Etijah and completed practical training at a hotel.

Since then, we have seen a further 10 cohorts graduate, with a total of 284 trainees taking part in the programme in 2024. The success of the programme relies on collaboration to address the needs of the community and remove barriers to employment for young people, particularly women.



We welcomed our first Destination Partner and launched the World Sustainable Travel and Hospitality Awards programme

Belize Tourism Board made history by becoming the first country to join the Alliance, marking a monumental step towards sustainable tourism and climate goals worldwide.

As the sponsor for our inaugural awards programme, Belize Tourism Board joined our team and the World Travel Awards at ITB Berlin to unveil the 21 award categories. Together, we developed the programme to recognise individuals and organisations making an impactful contribution in sustainable travel and tourism and inspire action across the sector.



We sponsored the Gender Equality Champion award for the second year

As title sponsor for the award, we thrilled to join the organisers, Equality in Tourism, to announce two winners at ITB Berlin. The award was bestowed upon two remarkable organisations committed to promoting gender equality within the tourism industry.

- **Accommodation category winner:** Accor Brazil Embrace Program
- **Travel & Destinations category winner:** Eternal Landscapes Mongolia



We supported the 10th edition of the Sustainable Hospitality Challenge

Amidst record-breaking participation from over 70 universities worldwide, we are honoured to have supported the biggest student challenge in the hospitality industry and taken part in the judging process. Cornell University won the event with their concept, PYRO - an innovative appliance that converts food waste into renewable energy for live-fire restaurants.



We published a landmark report, from the Nature Positive Partnership

Launched on Earth Day 2024, 'Nature Positive Travel & Tourism in Action' is a joint report from the Alliance, UN Tourism and the World Travel and Tourism Council - setting out our collaborative plan to help halt and reverse biodiversity loss.

Later this year, the Nature Positive Partnership addressed world leaders at the UN Biodiversity Summit (COP16) in Colombia, as we continue to accelerate action to halt and reverse biodiversity loss by 2030.



We rebranded to the World Sustainable Hospitality Alliance

Following exponential growth over the past two years, we made the historic announcement on stage at the prestigious Future Hospitality Summit in Riyadh, in a significant move that underscored our expanding global influence and commitment to sustainable practices across the globe.



We welcomed our new Chair to drive our ambitious five-year strategy

After nine years of inspiring and forward-thinking leadership, our long-standing Chair, Wolfgang M. Neumann stepped down.

Daniella Foster (Bayer) took on the role of Chair earlier this year, after joining the Board as a Trustee in May last year and stepping up to Vice-chair in the Autumn. Under Daniella's leadership, the Alliance has continued to advance powerful collaboration and create meaningful impact.



We set out our 'big wins' for the year, at our Spring Summit

The event, hosted at Amadeus' offices, drew over 100 C-Suite representatives from across the globe, united in our mission to usher in a new era of sustainable, regenerative and inclusive hospitality.

Over two intense days, the Alliance unveiled a bold agenda for 2024 aimed at harmonising industry standards, training employees to implement Net Positive action on the ground, and launching innovative, scalable initiatives. The summit also highlighted significant advancements made by the Alliance's Impact Committees.



We announced the World Sustainable Travel & Hospitality Award winners

Global leaders of sustainable tourism convened in Belize on World Tourism Day to celebrate individuals and organisations that are accelerating change in Net Positive tourism. Developed with the World Travel Awards and our first Destination Partner, Belize Tourism Board, this ground-breaking initiative led to over 500 entries and thousands of votes, culminating in the celebration of 21 winners at the Gala Ceremony in Belize.

Recipients of the coveted 21 titles reflected the length and breadth of the sustainable tourism sector, ranging from community artisan initiatives to global hospitality giants.



We demonstrated strategy-to-action at our Autumn Summit

We were delighted to join the American Hotel and Lodging Association and Questex to deliver our first major event in North America. Throughout the event, we led critical discussions around Net Positive Hospitality, spotlighting our top three priority areas: unifying standards, holistic training and financing change.

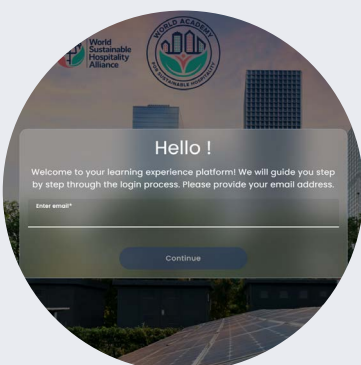
Following insightful presentations from Considerate Group, GSTC and 2B Policy, the Alliance was delighted to bring together a panel of global industry experts who discussed the pressing challenges faced globally within the sector.



We won the A World for Travel Environmental Impact Award

As our Net Positive Hospitality philosophy continues to be recognised as a leading approach to driving sustainable and responsible action, we are thrilled to have been recognised for our work in developing the Pathway the Net Positive Hospitality, the World Academy for Sustainable Hospitality and our industry-leading measurement tools.

The A World for Travel Environmental Impact Award celebrates impactful projects that significantly reduce environmental footprints and create long-term solutions for a more sustainable planet.



We officially launched the World Academy for Sustainable Hospitality

2024 has been a pivotal year in our ambition to transform sustainability impact by training the hospitality workforce to translate our Net Positive vision into action on the ground.

The launch of the ground-breaking World Academy of Sustainable Hospitality, at our Autumn Summit, showcased the pioneering hospitality-specific platform that offers certified programmes to empower hotel professionals in driving true systems change towards Net Positive Hospitality, through tailored training for every department.

Members are now invited to register for a two week free trial to explore the easy to navigate platform, experience the transformational trainings and access the comprehensive resource library.



We unveiled Universal Sustainability KPIs to harmonise the sector

In a historic session with Tourism Ministers and the COP Presidency, our CEO, Glenn Mandziuk, introduced Universal Sustainability KPIs for hospitality, as part of the COP29 Declaration on Enhanced Climate Action in Tourism. These KPIs represent a game-changing framework for measuring and reporting on essential ESG metrics across the hospitality industry.

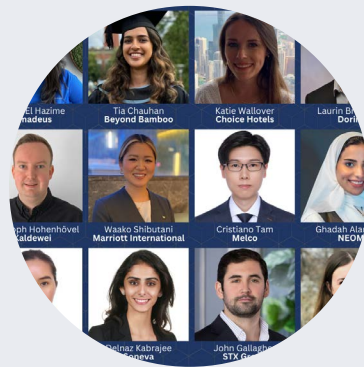
This first wave of environmental KPIs provides an essential framework for tracking progress - empowering our industry to take measurable actions against climate change. This initiative is a game-changing step in building trust amongst consumers, investors, and regulators, who are increasingly demanding accountability and transparency within the sector.



We charted the path to decarbonise the hotel food system

The new Decarbonising Hotel Food Systems white paper recommends a pathway for the industry to cut up to 70 million tonnes of CO2 annually. Developed by the Alliance, Iberostar Hotels & Resorts and the Sustainable Markets Initiative, with the support of Systemiq, the paper outlines that the hotel sector can collectively reduce its food-related emissions by 30% by 2030, by leveraging its procurement power and optimising energy use.

Highlighting innovative solutions like waste-tracking technologies, which can cut waste by up to 50%, the paper seeks to engage hospitality leaders in driving systemic transformation in the way food is sourced, prepared, and consumed in hotels.



We formed a Youth Leaders Advisory Council to bring fresh perspectives on the journey to Net Positive

Sixteen young leaders from around the world have been announced as the first members of our inaugural Youth Leaders Advisory Council.

Communicated at our Senior Advisory Council meeting and Autumn Summit in Texas, the Youth Leaders Advisory Council is dedicated to ensuring meaningful engagement from within Alliance member companies to empower young professionals in the hospitality sector, helping to build a sustainable talent pool and to create a more inclusive Alliance.

Our team represented the Alliance at more than 60 events globally



Our network going into 2024

Hospitality Members

Our hospitality members include large and small hotel companies with both international and regional portfolios, and serviced apartments.



Affiliate Members

Our affiliate members represent other partners in the hospitality value chain to further drive collaboration on industry sustainability.



Partners

We partner with philanthropic organisations, non-profits, governments and the private sector who want to work with the hospitality industry to drive action on shared sustainability challenges.

Strategic Partners

American Hotels & Lodging Association (AHLA) | Biosphere | Federation of Hotel and Restaurant Associations of India | Fresh on Table | Global Business Travel Association (GBTA) | Global Sustainable Tourism Council (GSTC) | GRESB | International Labour Organization (ILO) | International Organisation for Migration (IOM) | International Platform for Insetting (IPI) | International Finance Corporation (IFC) | International Social Tourism Organisation (ISTO) | Living Wage Foundation | Sustainable Markets Initiative (SMI) | STR | Travalyst | UK Green Building Council (UKGBC) | UN Tourism | World Benchmarking Alliance | World Resources Institute (WRI) | World Travel Awards (WTA) | World Travel and Tourism Council (WTTC) | World Travel and Tourism Council (WTTC) | World Travel Awards (WTA)

Supplier Partners

Considerate Group | DAC Beachcroft | Greenview | XU sustainable | Ritrovo | Sim Institute

Delivery Partners

Aitken Spence Hotels | British Columbia Hotel Association | Chapter Zero Egypt | Equality in Tourism | European Network for Accessible Tourism (ENAT) | Expedia Group | Global Travel and Tourism Partnership (GTTP) | Harri | International Rescue Committee (IRC) | Invest for Jobs | Just a Drop | Planet Happiness | Project Enable | Sage Inclusion | Sightsavers | Travel Unity | Tent Partnership | Yuva Parivartan

Knowledge Partners

Foundation for Environmental Education (FEE) | Gustavson School of Business | Hotelschool the Hague | International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) | Peter B. Gustavson School of Business | Planet Happiness | Sustainable Hospitality Challenge | University of South Carolina | WISE Sustainability

Destination Partners

Belize Tourism Board

Our Team and Trustees

Our team and Board of Trustees have a wide range of expertise in sustainability, hospitality and international development.



The Alliance Team



Glenn Mandziuk
Chief Executive Officer



Patrick O'Meara
Director of Business
Development and Engagement



Nelson Garcia-Narvaez
Director of Finance and
Operations



Anjana Raza
Head of Training and
Development



Denzel Kittoe
Board, Committees and
Governance Secretary



Abi Wisbey
Executive Operations
Specialist



Chloe Seymour
Senior Business
Development Manager



Laura Dickinson
Marketing Manager



Bolaji Omotade
Finance and
Administration Manager



Michelle Mason
Social Responsibility and
Recognition Programme Manager



Shiksha Khhermani
Partnerships Manager
Asia Pacific



Samar Assem
Partnerships Manager
Egypt

The Board of Trustees



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Yasmin Diamond
Trustee
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Tim Davis
Trustee
PACE Dimensions



Denise Naguib
Trustee
Marriott International



Jonathan Worsley
Trustee
The Bench



Wolfgang M. Neumann
Chair Emeritus
Neumann Hospitality



NetPositiveHospitality

Get in touch

Our organisation uniquely represents how the hospitality industry is taking collective responsibility to ensure that destinations and communities are being supported and protected now and for future generations.

For more information or to discuss becoming a member or partnership opportunities, please contact us:

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www.sustainablehospitalityalliance.org

World Sustainable Hospitality Alliance is the trading name of Sustainable Hospitality Alliance. Sustainable Hospitality Alliance is a registered charity in England and Wales (1188731). Company limited by guarantee (12373950).