

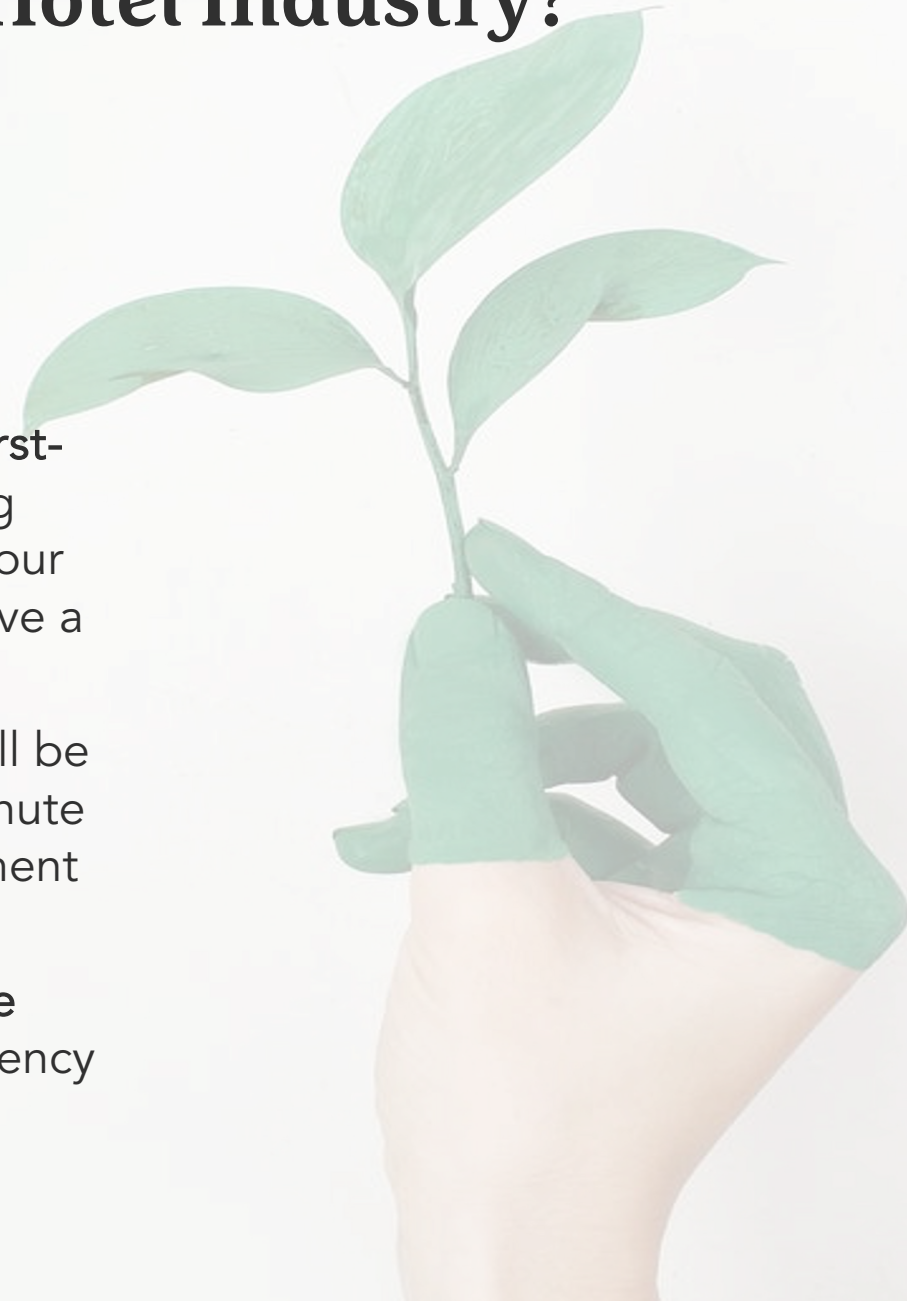


Communicating Your Sustainability Actions on Your Hotel Website

Marketing messages to effectively engage with potential guests

Why Is Sustainability Important to the Hotel Industry?

- There is no sustainability without **economic profitability**. To be sustainable is to ensure that your hotel is capable of operating in the long term.
- **Institutions** are requiring brands to become greener and invest in setting new sustainability goals.
- More and more **guests** are demanding it too.
- **Employees** are also starting to be more aware. Involving them in the transition can help you to attract and retain talent.
- Hotels depend on a **natural environment**. Without one, would there be a reason for people to travel for leisure?
- Brands can benefit from a **first-mover advantage**. Adapting today lets you understand your guests' expectations and have a trial and error phase.
- The **cost of transitioning** will be higher if done at the last minute when it becomes a requirement by authorities.
- In the long run, **costs can be reduced** by improving efficiency and reducing waste.



The Importance of Communicating to Your Guests

Traveler behavior and priorities are changing. Data shows that one in three potential guests **research a hotel's environmental policy** prior to their stay, and almost 75% are more likely to choose an accommodation option that **implements sustainability practices**.

With travel having a large impact on emissions, there's an ever-increasing demand from consumers for **greener, more sustainable offerings** when searching for hotels. To ensure the long-term success of your brand, it's important to take these new preferences into consideration and adapt your strategy accordingly.

In this guide, as well as sharing examples of the type of actions hotels are taking in the area of sustainability, we'll explain how to communicate your efforts effectively to guests to **increase guest engagement and direct reservations**.



Choosing the Best Combination of Message Formats

When communicating your sustainability efforts on your hotel's website, it's important to think carefully about the design of your marketing messages as this is key to delivering a great first impression and nudging visitors towards making a direct reservation. Ideally choose a **combination of message formats** that perfectly fits your website's look and feel, while achieving the objective behind each message.

Below are just some of the design options available within The Hotels Network platform – all completely customizable to match your brand image.

Smart Notes

Nudge users towards a booking with real-time notifications

Layers

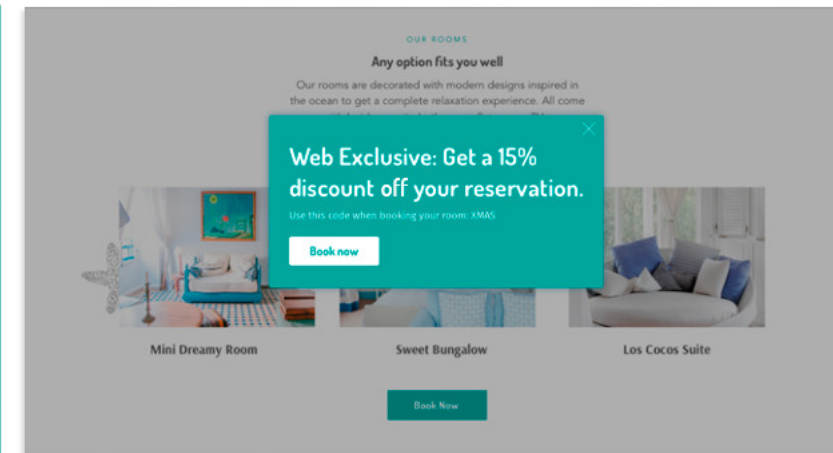
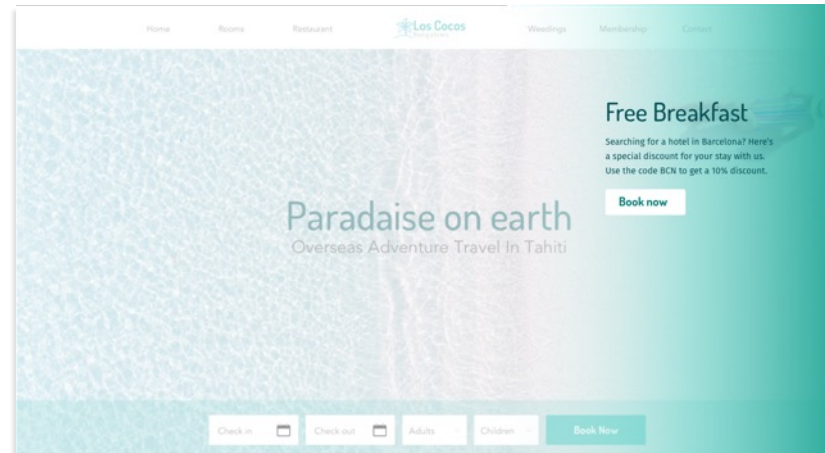
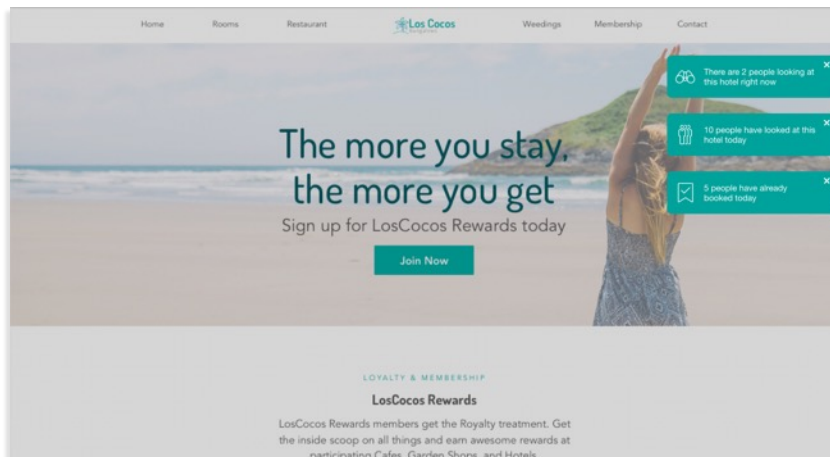
Create a personal and engaging user experience

Inliners

Seduce users with subtle messages without interrupting the UX

Exits

Persuade abandoning visitors to stay on your website



Targeting Rules to Make Messages Relevant for Users

By using intelligent behavioral triggers to display your messaging around sustainability, you will be able to show users personalized messages at critical points in the booking process to create awareness, decrease the bounce risk, and encourage engagement.



Timing

- Date range
- Days of the week
- Time of day
- Time zone



Demand

- Stay dates (specific date or range)
- Stay days of the week
- Early bird, Last-minute
- Length of stay
- Booking value and availability



Travel Party

- Number of adults
- Number of children
- Number of rooms



Visitor Profile

- Location (country, state or city where the user is located)
- Source (TripAdvisor, Google, Instagram, custom domain, etc.)



Visitor Behavior

- Visitor status (members vs. non-members)
- Previous interactions



Custom Targeting

- Device (mobile, desktop or all devices)
- URL variables - build your own based on URL variables
- CRM - custom targeting based on your data layer variables



The Three Pillars of Hotel Sustainability

Before jumping into the examples of how to incorporate sustainability into your hotel offerings, let's have a look at the three dimensions of sustainability.

Environmental

Concentrate on reducing carbon footprint, using eco-friendly materials and waste reduction, lowering water and energy consumption, limiting waste production, and designing energy efficient building.

Social

Social sustainability emphasizes retention and engagement strategies, active contributions to local communities, the support of local vendors and suppliers, and safe and equitable working conditions.

Economic

In general terms, economic sustainability focuses on ensuring the long-term, financially sustainable operation of the business over short-term gains.



Environmental Sustainability

Showcasing your green side on your hotel website



Environmental Sustainability

Going eco-friendly and saving nature

Benefits

For the hotel

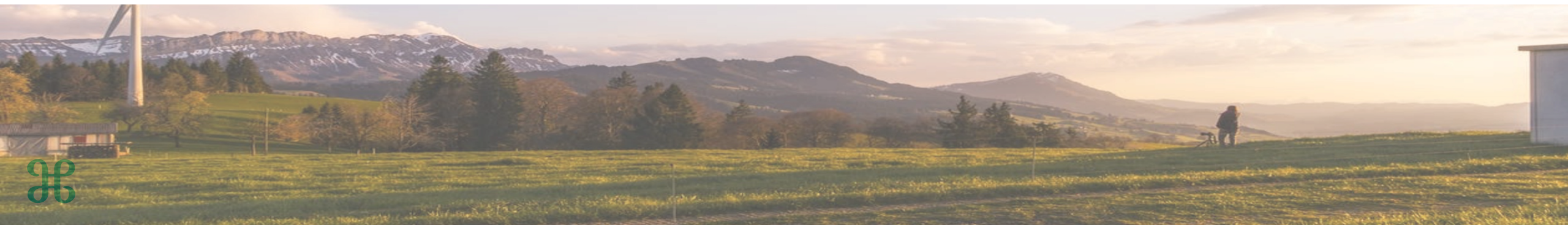
- Decrease in operational costs through increased efficiency
- Decrease in electricity costs through the use of renewable energy

For the guest experience

- Attract certain traveler types: impact-aware, eco-friendly...
- Give guests an eco-conscious peace of mind about their stay
- Educate guests on how to be more ecologically conscious

Practices

1. Renewable energy sources
2. Water and energy efficiency
3. Eliminate single-use toiletries
4. Biodegradable cleaning materials
5. Provide benefits for guests skipping housekeeping
6. Include green elements such as plants, gardens...
7. Become eco-certified: EarthCheck, Greenkey, Biosphere, LEED...

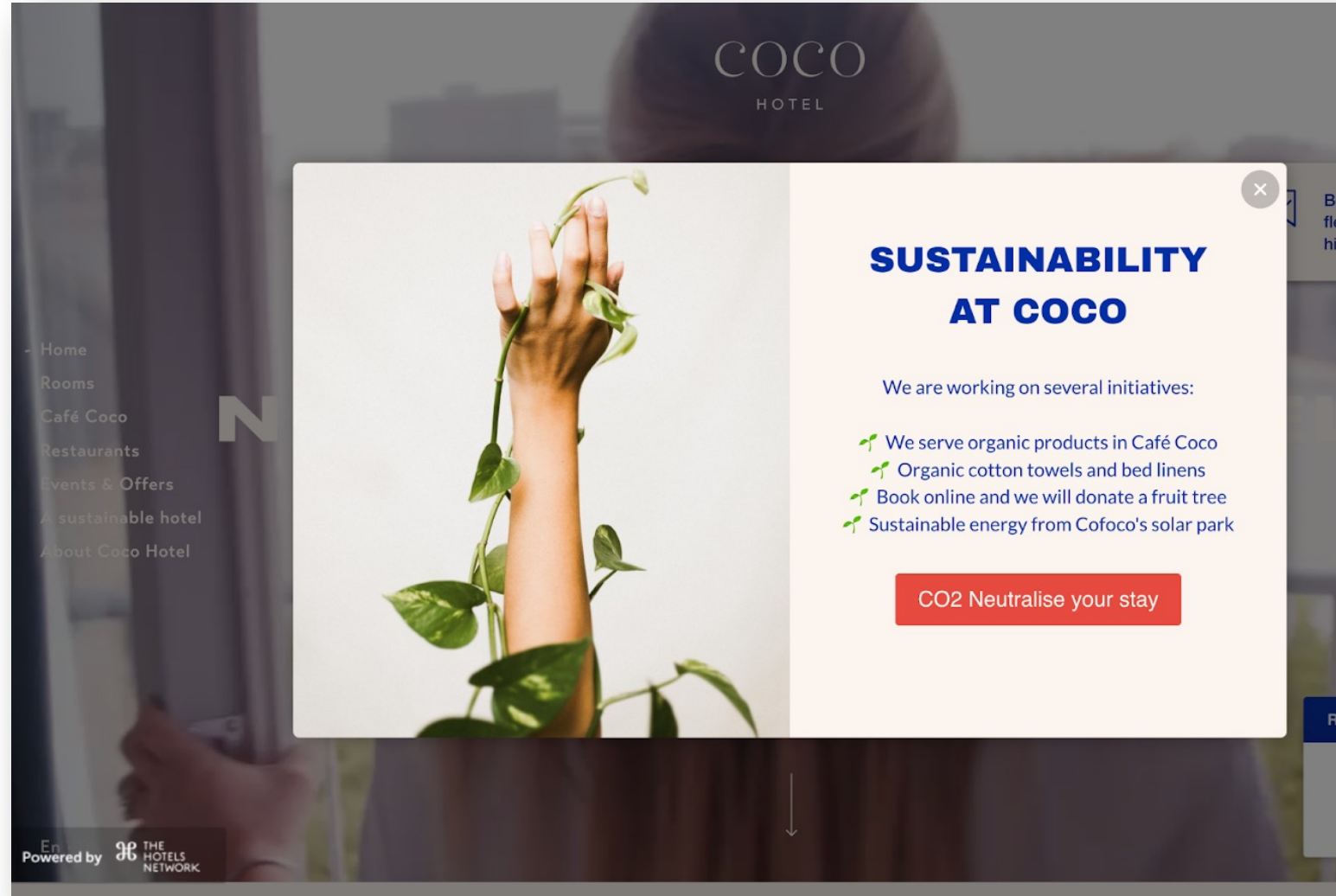


Highlight Carbon Offsetting

A feel good message

If your property is leading the way in terms of its environmental initiatives, highlight those in a way that demonstrates your commitment.


Displaying a message that features some of your most impactful actions, in addition to a clear CTA (call-to-action) to allow guests to carbon offset their stay, helps to raise awareness while boosting your direct reservations.



The screenshot shows a website for 'COCO HOTEL' with a navigation menu on the left: Home, Rooms, Café Coco, Restaurants, Events & Offers, A sustainable hotel, and About Coco Hotel. A large pop-up window is centered on the page, featuring a background image of a hand holding a green plant stem. The pop-up has a close button in the top right corner. The text inside the pop-up reads: 'SUSTAINABILITY AT COCO' in bold blue letters. Below this, it says 'We are working on several initiatives:' followed by a list of three items, each preceded by a small green leaf icon: 'We serve organic products in Café Coco', 'Organic cotton towels and bed linens', and 'Book online and we will donate a fruit tree'. The final item is 'Sustainable energy from Cofoco's solar park'. At the bottom of the pop-up is a red button with white text that says 'CO2 Neutralise your stay'. At the bottom of the website, there is a logo for 'Powered by THE HOTELS NETWORK'.



Benefits for All



With your booking:

Secure your room now and enjoy exclusive benefits

- Free Geneva Public transport city card
- Free available bikes for our guests (upon availability)

Complete your reservation

Reducing impacts

Public transport and bike-sharing are some of the most environmentally-friendly (and fun!) ways to explore a new city.

Offering guests the option to get to know your area when booking direct is a fantastic way to boost your reservations while reducing the impact your guests have on your local community. It's a win-win!

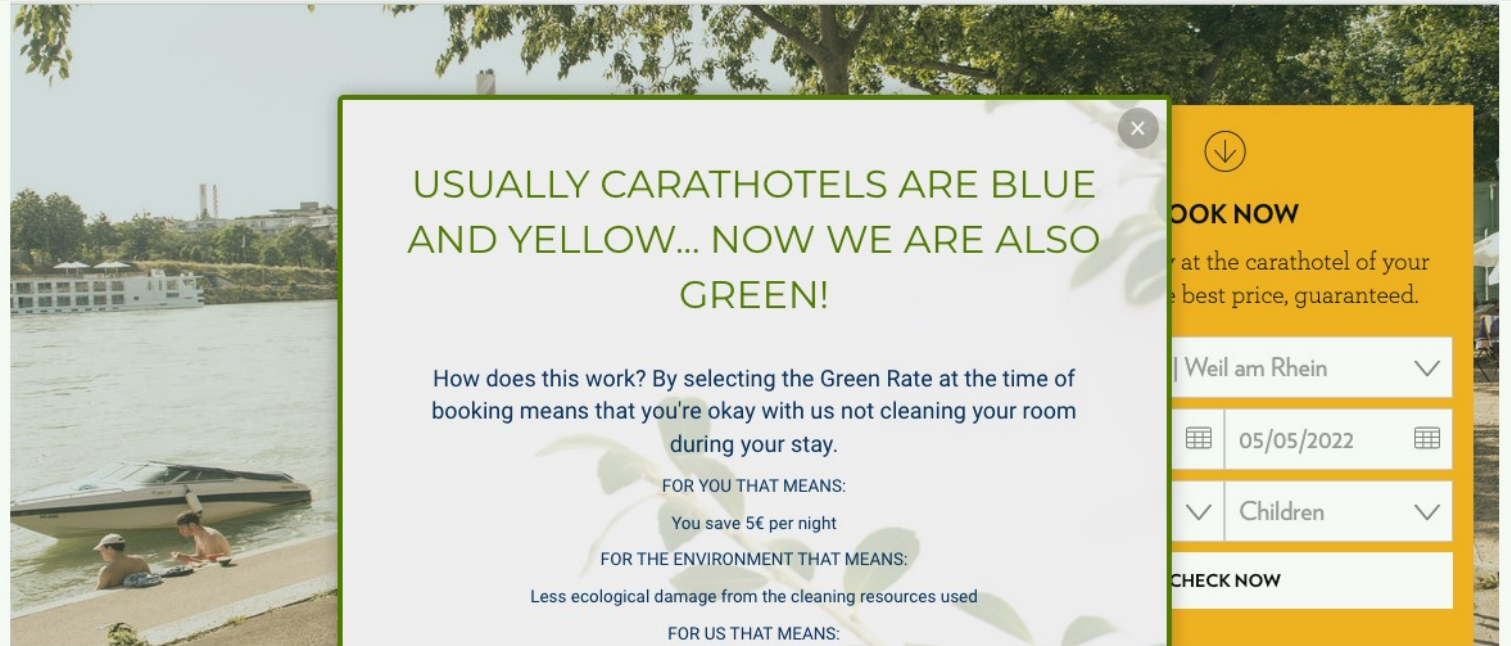


Incentivize Positive Environmental Practices

Green rates

Offering guests a discount for selecting a rate that involves less cleaning services is a clever way to incentivize better environmental behavior.

Highlighting how this has a downstream impact on not only the environment by using less resources, but also socially by relieving housekeeping, demonstrates how sustainability is not just for the planet but for people too. A feel-good experience for all. Who wouldn't want to be involved?



USUALLY CARATHOTELS ARE BLUE AND YELLOW... NOW WE ARE ALSO GREEN!

How does this work? By selecting the Green Rate at the time of booking means that you're okay with us not cleaning your room during your stay.

FOR YOU THAT MEANS:
You save 5€ per night

FOR THE ENVIRONMENT THAT MEANS:
Less ecological damage from the cleaning resources used

FOR US THAT MEANS:
The savings of the above resources, but also relieving our housekeeping staff, so we would like to pass on this saving directly to you!

BOOK NOW & SAVE

Situated only
a fantasti

BOOK NOW
at the carathotel of your
best price, guaranteed.

Weil am Rhein

05/05/2022

Children

CHECK NOW

region offers
all that at

basel@carathotels.de

Phone +49 (0) 7621 95 12 000



A Plastic-free Philosophy



Our Philosophy

ZERO PLASTIC PROJECT

In 2020, the Opéra Liège Hotel offers you an experience free of single-use plastic in all areas. We are delighted to provide you with a high-end and sustainable stay.

ZERO PLASTIC PROJECT

Common goals

If your property has a sustainability initiative, be sure to spread the word to all your visitors.

Leveraging a well-known campaign such as **Save the Oceans** can help you to connect with a certain type of guest who is more conscious of these issues. What's more, combining this message with the concept of a high-end stay, is an effective way to appeal to a wider audience.



Do You Have an Eco-Certification?

The Hotel Rooms Suites Restaurant & Bar Venues & Meetings EN | SV

BANK HOTEL

- a proud member of Small Luxury Hotels of the World

INTERNATIONAL

ECOLABEL GREEN KEY

Awarded only to those that commit to sustainable business practices. On top of this, we have been voted one of The Best New Hotels In The World according to Travel + Leisure.

Plan my escape

Green Key

EcoLabel Green Key is one of numerous sustainability standards available in the hospitality industry. If your property has been awarded the label, this should be one of the first things shown to potential guests.

These certifications not only elevate the community standing of your property but also allow guests to enjoy their stay with good conscience, knowing that your hotel is doing what it can for people and the planet.

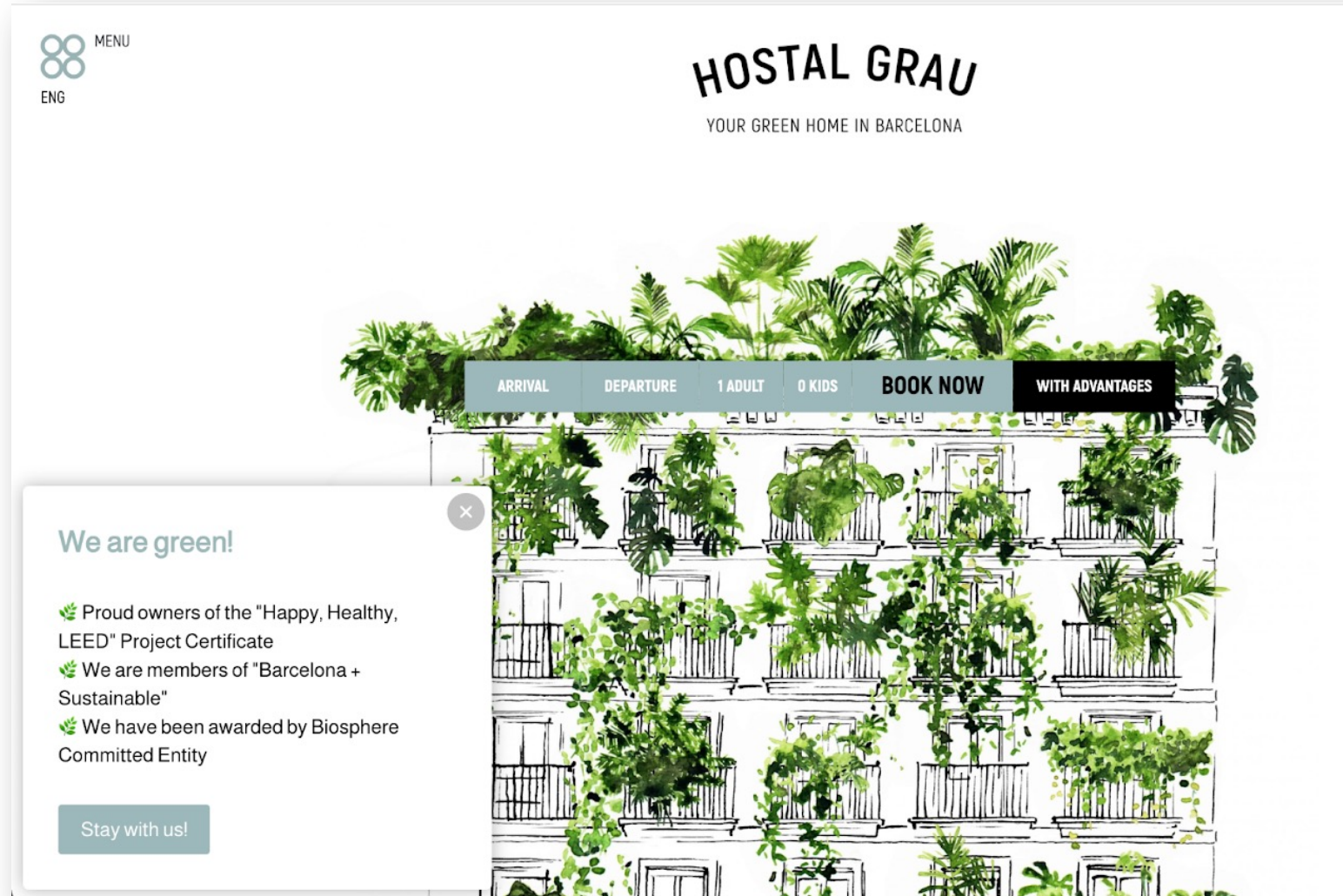


Energy and Environmental Design

Take the LEED

Leadership in Energy and Environmental Design (LEED) is one of the most well-known certifications in terms of efficiency and environmentalism.

With this, guests can be assured that they are staying at a property that has gone beyond usual sustainability practices and is employing globally recognized measures to reduce energy consumption. If you own it, shout it out loud!



The screenshot displays the Hostal Grau website interface. At the top left, there is a logo consisting of four interlocking circles, with the text 'MENU' and 'ENG' below it. The main header features the text 'HOSTAL GRAU' in a large, bold, sans-serif font, with the tagline 'YOUR GREEN HOME IN BARCELONA' underneath. Below the header is a navigation bar with buttons for 'ARRIVAL', 'DEPARTURE', '1 ADULT', '0 KIDS', 'BOOK NOW', and 'WITH ADVANTAGES'. The background of the website is a stylized illustration of a multi-story building with balconies, heavily adorned with various green plants and trees. A white pop-up window is overlaid on the lower-left portion of the page, titled 'We are green!' in a teal font. This pop-up contains three bullet points, each preceded by a small green leaf icon: 'Proud owners of the "Happy, Healthy, LEED" Project Certificate', 'We are members of "Barcelona + Sustainable"', and 'We have been awarded by Biosphere Committed Entity'. At the bottom of the pop-up is a teal button with the text 'Stay with us!'.



Responsibility vs Sustainability



Home / An Eco-Responsible hotel



An Eco-Responsible hotel

Every little bit counts when it comes to preserving our planet which is why the Hidden Hotel is committed to a sustainable approach and has become a member of Green Globe.

We think about the most sustainable solution in all the decisions we make, whether it's the hotel's interior design, purchasing or waste management and have therefore implemented the following measures.

Green Globe

Green Globe is another eco-certification that focuses on responsibility. If sustainability is the concept, then responsibility is the action that supports it.

Effectively communicating what actions your property is taking is key to demonstrating how the hotel is actively working towards a more equitable society via environmental action, boosting awareness and improving overall conditions for guests and the community. This approach has proven to significantly increase direct reservations!



Adopting Eco-Friendly Practices

Reduce waste

Adopt practices that limit waste generation of your property. A starting point can be saying goodbye to single serve items, such as slippers.

Ensure that you communicate about it from the moment a visitor arrives on your hotel website, to guarantee that everyone is aware of the initiative and can make their contribution. Together, you can make a difference.

The screenshot shows the Varbergs Kusthotell website. The header includes the hotel name and navigation links: SUSTAINABILITY, GIFT CARDS, COMWELL CLUB, CORPORATE DEAL, CONTACT, RATES AND PACKAGES, HOTEL, THALASSO-SPA, EXERCISE, CONFERENCE, RESTAURANT, and ABOUT US. A light blue banner below the header contains the text "Information covid-19". The main content area features a large image of a coastal scene with the text "ALWAYS CLOSE TO THE SEA". Two buttons are visible: "BOOK HOTEL PACKAGE" and "BOOK CONFERENCE". A white notification box with a maple leaf icon and a close button (X) contains the text: "We're reducing our carbon footprint by asking you to bring your own slippers. Click here to learn more." A small circular logo is visible in the bottom left corner of the website screenshot.

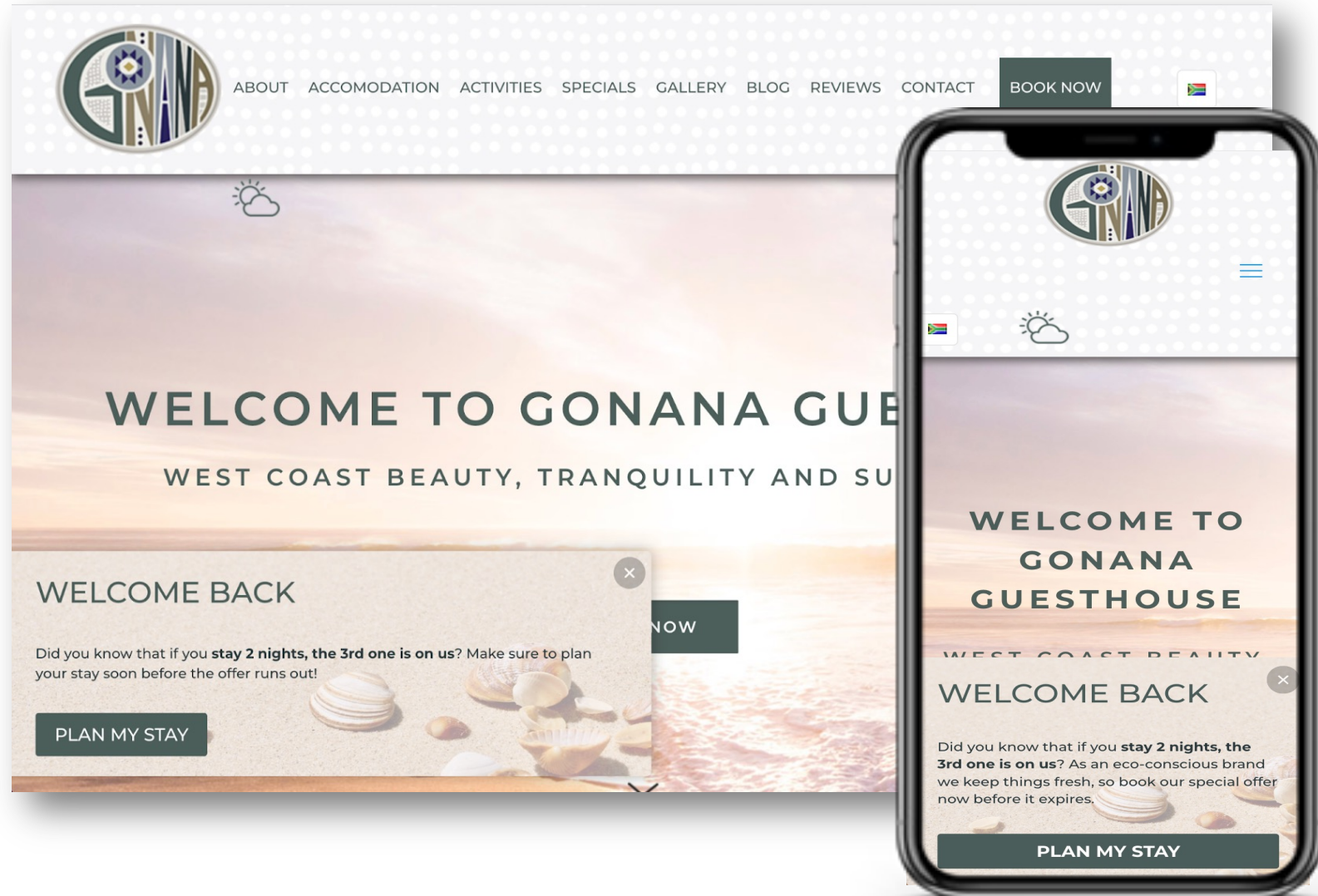


Communicate Your Initiatives to All Visitors

Don't forget about mobile

First things first: communication is key.

Make sure that everyone landing on your website is aware of your eco-consciousness, regardless of the device or source your visitors are coming from. Your green initiatives can be a tempting reason to book directly with you.



Social Sustainability

Showcasing your social side on your hotel website



Social Sustainability

Caring about your workers, guests, suppliers, and the local community

Goals

#1: To become a part of the surrounding community that will contribute to the destination and become part of the ever-growing effort to improve

#2: Become accepted and valued by the local community

#3: Create meaningful and valuable employment opportunities for local residents

Actions

1. Collaborate with local vendors and suppliers
2. Invest in staff training, education and well-being
3. Actively support the local community: organize events partnering with local businesses, support projects to improve your destination...
4. Be inclusive: consider guests with disabilities when designing rooms, inclusivity when hiring...

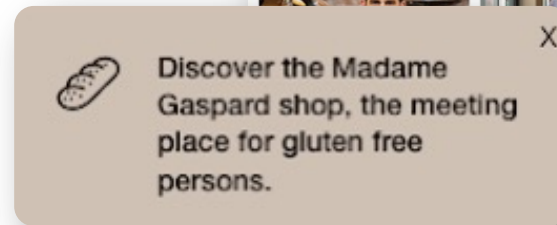
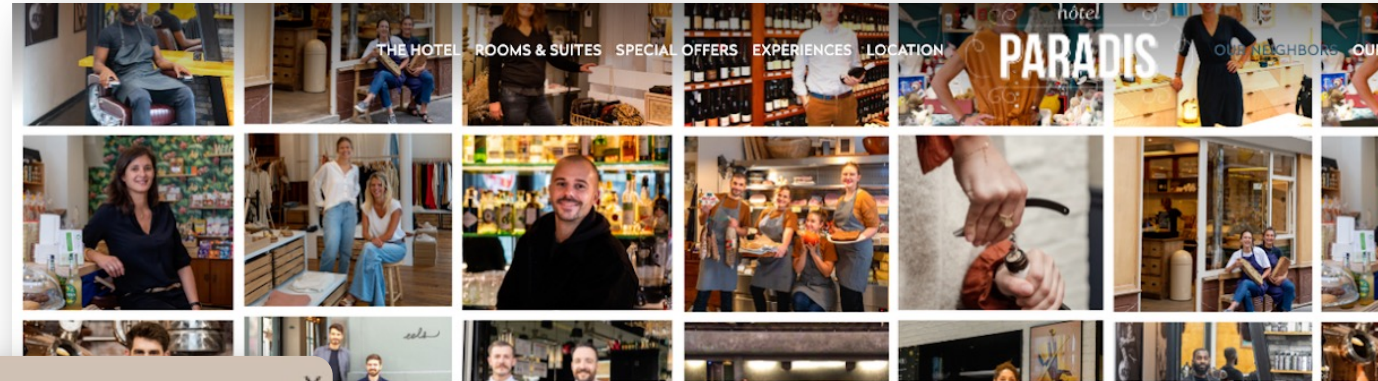


Promote Local Vendors

Community first

As a hotel that's attracting tourists and travelers who are not local, it's important to engage with and support your community.

By promoting the vendors and artisans from your area, you will be able to build a rapport with the community in which you operate, while also facilitating an exchange of regional and global cultures between guests and locals in a more meaningful way.



MEET OUR NEIGHBORS

Because the 10th arrondissement is fully part of Hotel Paradis' DNA, we are always looking for new experiences to help you make the most of your stay. Meet the key personalities of the 10th arrondissement and our neighbours.



Read more about [Hotel Paradis' local initiative here.](#)

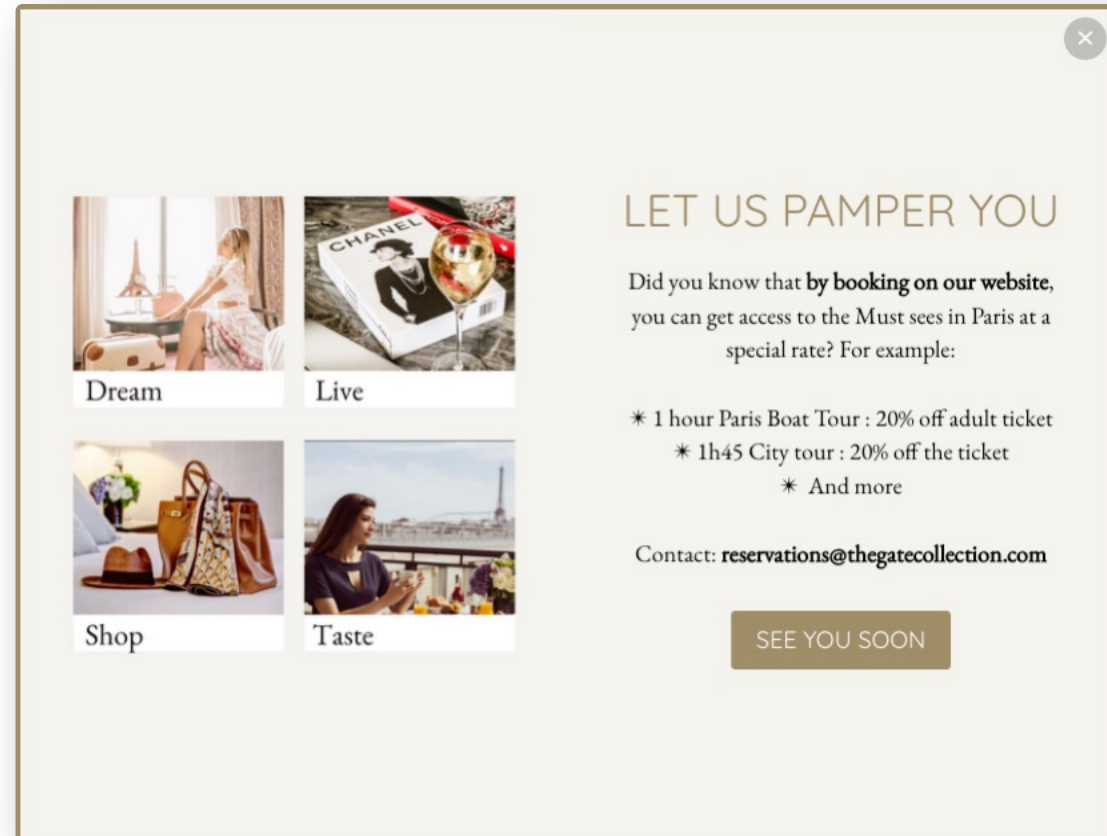


Partner with Attractions in Your Destination

Stay local

Local attractions and activities can be a great way to entice travelers to visit your destination.

Consider partnering with iconic attractions and launch campaigns with an exclusive offer for your guests. This opportunity could be the extra nudge a user needs to book a stay with you while supporting your local initiatives and community.



✕

Dream **Live**

Shop **Taste**

LET US PAMPER YOU

Did you know that **by booking on our website**, you can get access to the Must sees in Paris at a special rate? For example:

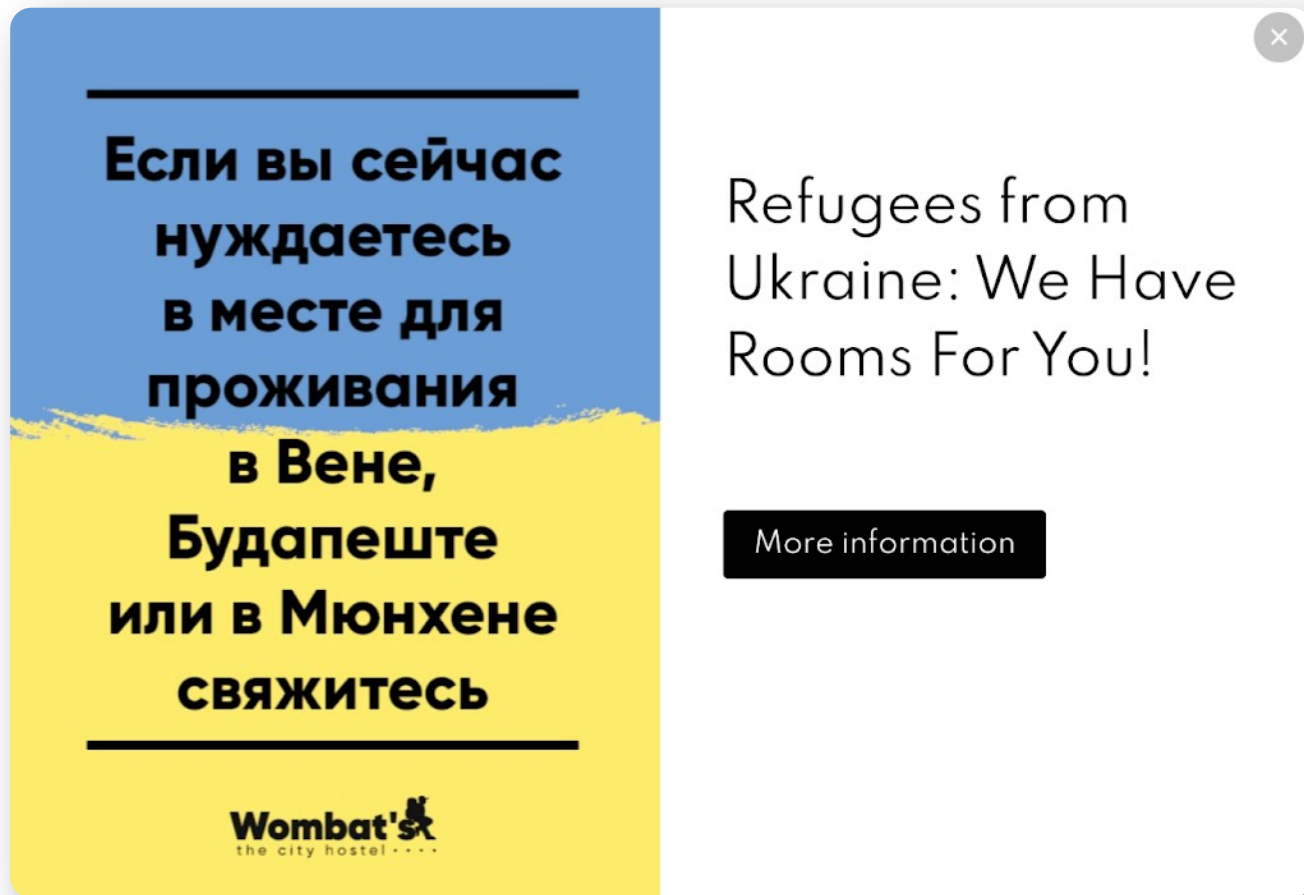
- * 1 hour Paris Boat Tour : 20% off adult ticket
- * 1h45 City tour : 20% off the ticket
- * And more

Contact: reservations@thegatecollection.com

SEE YOU SOON



Become a Source of Inspiration



**Если вы сейчас
нуждаетесь
в месте для
проживания
в Вене,
Будапеште
или в Мюнхене
свяжитесь**

**Refugees from
Ukraine: We Have
Rooms For You!**

[More information](#)

Wombat's
the city hostel

Making a difference

With a humanitarian crisis escalating, there are several actions you can take at your hotel to help out.

An extremely caring initiative is offering free accommodation to help refugees who are fleeing from war.

Showcasing these messages makes the values of your property clear to your guests, and creates a sense of community with other hotels that join the effort. Coming together as an industry has the potential to make a real difference.



Uplifting Your Workforce

Invest in people

Empowering your staff to be the best they can be is a key pillar to engaging in social sustainability. Offering trainings, familiarization opportunities, and dignified employment are just a few ways to ensure this is enacted.

Furthermore, employee benefits go beyond PTO. Offering industry perks such as access to hotel employee discounts via [Hotelier Rates](#) from THN are part of a successful retention formula. So, why not join this global initiative today?

Making hotel employee rates available for every hotelier in the world

The first global network of hotels providing their best deals to other hoteliers. It's completely free, with no hidden costs.

Add your hotel

Access hotel offers



[Join Hotelier Rates here](#) - it's free!

Actively Support the Local Community



The screenshot shows a dark-themed website header for Penta Hotels. The navigation menu includes 'Hotels', 'Offers', 'Stories', 'Eat & Drink', 'Meet & Plan', 'What's Penta?', and 'Log in'. A dark green banner with white text reads: 'ONE CLICK, ONE SMILE. Upgrade your reservation with our "Soup & Socks" add-on, and we will donate a soup and a pair of warm socks to people in need in the city you are visiting. Plus, of course, you get the same when you arrive at the hotel – all for just 12 €/£!'. Below the banner is an orange 'ADD TO BOOKING' button. The background of the banner features a repeating pattern of the hashtag #PENTAGIVES.

Give back

Removing the barriers to meaningful initiatives is as simple as a single click. In this example, we see a great way to support the local community in need.

These kinds of initiatives dial back into the feel-good experience many travelers seek, while contributing to effective community building. Be sure to communicate it loud and clear from the moment visitors arrive to your website to drive engagement and more direct reservations.

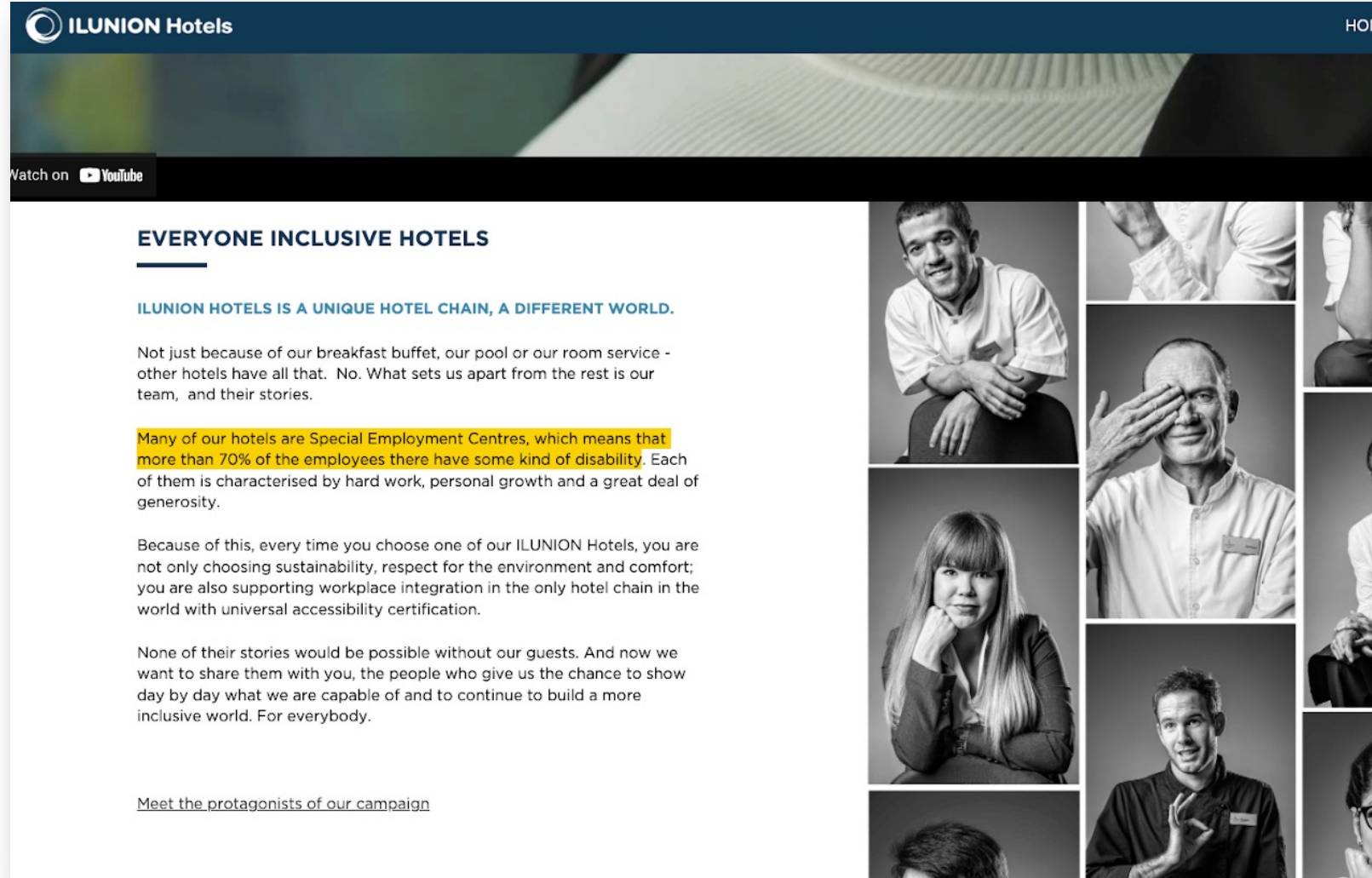


Inclusivity for Everyone

Always learning

Inclusivity can take on a lot of forms and is more than just a single metric. Keeping in mind how your property is designed to welcome all disabilities, physical or otherwise, is a huge part of incorporating inclusivity.

It's also about hiring in a way that reflects the values you hold as an organization. The more inclusive a workforce, the more experiences can be shared, which only leads to a more inclusive guest experience.



The screenshot shows the ILUNION Hotels website with a dark blue header containing the logo and the text "ILUNION Hotels". Below the header is a navigation bar with a "Watch on YouTube" button. The main content area features the heading "EVERYONE INCLUSIVE HOTELS" followed by the sub-heading "ILUNION HOTELS IS A UNIQUE HOTEL CHAIN, A DIFFERENT WORLD." The text describes the hotel chain's commitment to inclusivity, highlighting that many hotels are Special Employment Centres where over 70% of employees have some form of disability. It emphasizes the values of hard work, personal growth, and generosity. The text also mentions that the hotel chain is the only one in the world with universal accessibility certification. A link at the bottom of the text area reads "Meet the protagonists of our campaign". To the right of the text is a grid of black and white photographs of diverse hotel employees, including a man in a white shirt, a man covering his eyes, a woman with long hair, and a man in a dark shirt.



Economic Sustainability

Showcasing your best side on your hotel website



Economic Sustainability

Sustaining resources to ensure long-term success of your brand

Benefits

For the hotel:

- Use less resources, saving on costs and reducing impact
- Maximize efficiency
- Gain reputation as innovative business

For the guest experience:

- Elevated in-room experience and comfort through touchless and smart technology
- Increased personalization for guests, having more ways to connect with guests

Practices

1. Use technologies to automate processes and save resources: online check-in, digital room guest directory, smart room technologies...
2. Establish a green team to boost employee engagement and retention and ensure all departments are aligned with your hotel's vision



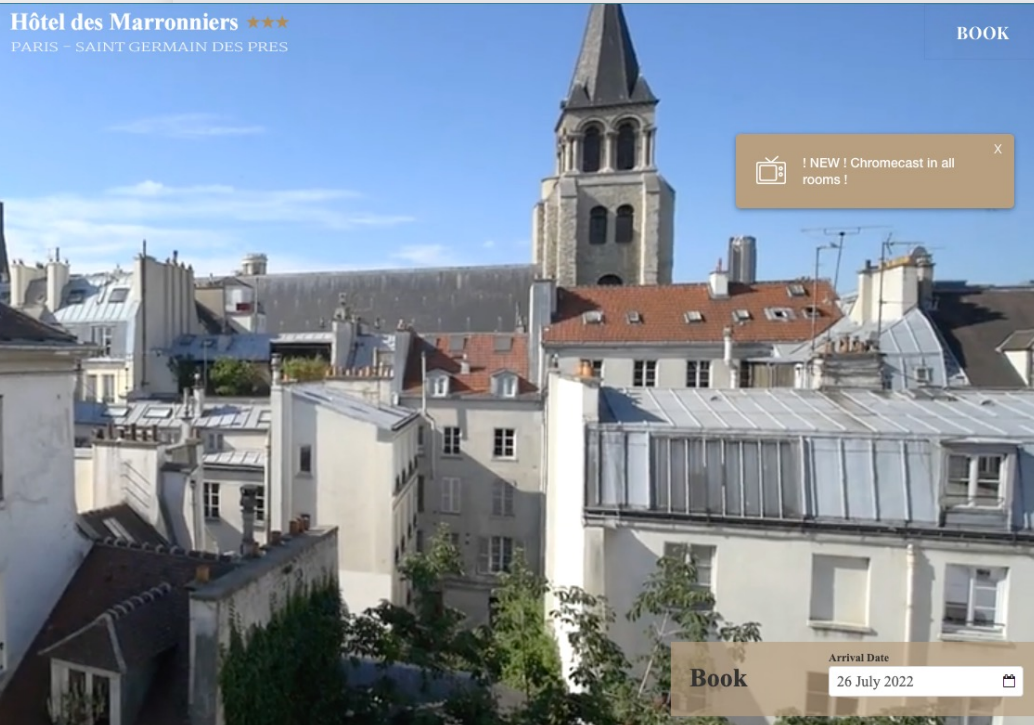
Leveraging Technology



+43 1 955 07 15
reception@hotelschani.com

INDIVIDUAL ROOM SELECTION: YOUR FAVOURITE ROOM IN ONE CLICK!

Another trendsetting feature is our individual room selection. Our novel booking system allows each guest who makes a reservation via our website to select his or her preferred room. A floor map will help you decide which room you would prefer and you can choose the perfect location, preferred floor and even view.



The room will be paid for automatically one day before you arrive. At the time you have arrived at the hotel, you can go directly to your room. An invoice will be sent to you automatically per email on the day of your departure. All services are available for members in the lobby.

ROOM WITHOUT WAITING!

As soon as your room is available. If your phone battery is empty or you don't have a KeyCard, you can get one in seconds. The validity of your key code will end

Work smarter

While some elements of hospitality will never be fully automated, making use of technology is a simple yet highly effective way to use less resources, thus limiting impact and increasing cost savings.

Online check-in, SMART room technologies, app-based room keys, and other solutions have clear benefits in terms of elevating the guest experience while also reducing economic expenditures.

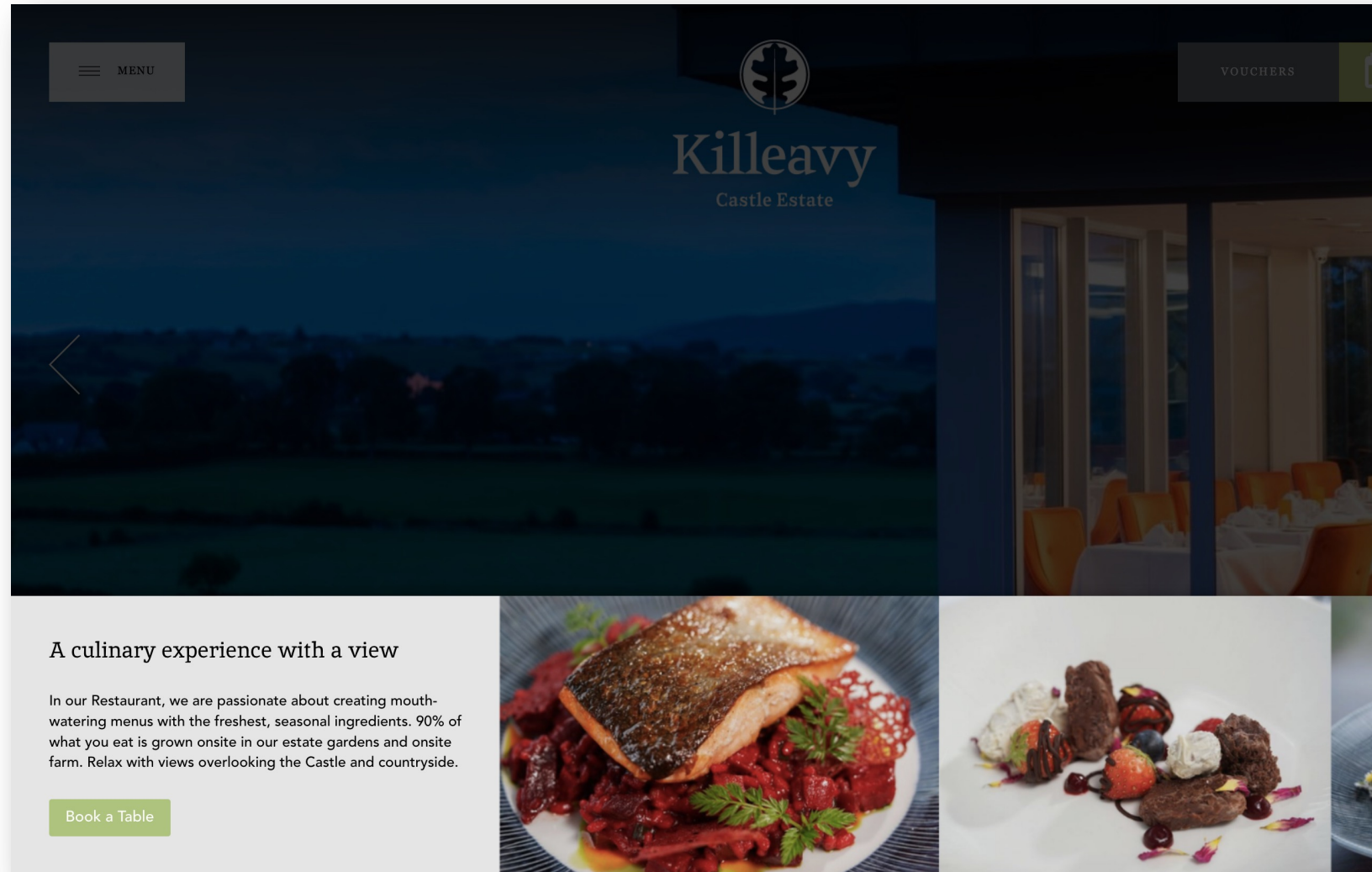


Shortening Supply Chains

Local is best

Tying into the other two elements of social and environmental sustainability, the focus on locally produced and sourced materials benefits all three pillars of sustainability.

When the focus is shifted to shorter supply chains, everyone benefits. Restaurant produce is fresher, it supports local growers, and does not need to travel far resulting in reduced emissions, increased community engagement, and lower overhead costs.



The screenshot shows the website for Killeavy Castle Estate. At the top, there is a navigation bar with a 'MENU' button on the left and a 'VOUCHERS' button on the right. The main header features the Killeavy logo, which consists of a stylized leaf inside a circle, followed by the text 'Killeavy Castle Estate'. Below the header is a large image of a restaurant interior with tables and chairs. A large green button labeled 'Book a Table' is positioned in the bottom left corner of the main content area. To the right of the button, there are two images of food: a salmon fillet on a bed of red sauce and a plate of appetizers including bread, cheese, and vegetables.

[MENU](#) [VOUCHERS](#)

Killeavy
Castle Estate

[Book a Table](#)

A culinary experience with a view

In our Restaurant, we are passionate about creating mouth-watering menus with the freshest, seasonal ingredients. 90% of what you eat is grown onsite in our estate gardens and onsite farm. Relax with views overlooking the Castle and countryside.



Proper Governance

Green teams

Establishing a team within your hotel that is responsible for the governance of various sustainability initiatives is vital to engaging your workforce and working towards overall company goals.

Including all departments to ensure the buy-in from each side of the business is key to the success of these teams. This format allows for cross-functional accountability and drives employee engagement, retention, and overall workplace satisfaction. When your workforce is happy, the service level only increases resulting in higher quality stays for guests.





Key Takeaways

- ✓ As a hotelier, you should strive to **incorporate sustainability practices** across all areas of your business.
- ✓ Incorporating sustainable initiatives **creates a unique value proposition** that helps your brand to stand out from the crowd, for both guests and employees.
- ✓ Today, sustainability is a key factor in the decision-making process for many consumers so **communicating your initiatives on your website is a must**.
- ✓ By effectively promoting your actions across your website, you can **inspire potential guests** and give them an extra reason to stay with you.
- ✓ Sustainability will **never be a perfect practice**; the important thing for hotels is to do what you can to be more responsible, **one step at a time**, focusing on projects that will provide the most benefits for everyone.



About The Hotels Network

The Hotels Network is an innovative technology company working with over 14,000 hotels around the globe. Boasting an international team of experts, the company offers clients a **full-stack growth platform to power their direct channel**. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary and a full suite of personalization options, THN's Oraculo product harnesses machine learning techniques to predict user behavior and then automatically personalizes both the message and the offer for each user. The company's latest innovation, BenchDirect, is the first benchmarking product for the direct channel, providing hotels with never-before-seen competitive data that empowers smarter decision-making.

Our mission is to improve the online booking experience, grow direct bookings and strengthen the relationship between hotel brands and their guests.

[Contact us today](#) to find out more.



www.thehotelsnetwork.com

Headquarters in Barcelona with a team around the world

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