The Significance of Sustainable Travel Practices and How the Hospitality Industry Can Participate

WAHA Luncheon Meeting

Presented by:
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<u>Key experience</u>
Executive Vice-President, World Travel and Tourism Council

Director, US National Travel and Tourism Office, US Department of Commerce

Director of Research and Planning, Visit Orlando

TODAY'S CHALLENGES

Seasonality
Economic leakage
Low margins
Overcrowding, Overconsumption,
Overdependence
Fragile environments
Exclusion and inequity
Future crises
Climate emergency

SUSTAINABLE TOURISM – SCOPE

Professor Willy LeGrand: ***"Regenerative hospitality"***

When conditions of the social, economic and environmental systems are improved and optimized because the hotel is in the community.

The scope for both guests and collaborators incorporates:

* conservation of resources
* aspects of inclusion, gender, and well-being,
* promotion of the local and circular economy,
* climate change,
* accessibility,
* cultural exchange and
* decent employment

THE END GOAL

Regenerative Hospitality

Creating and generating memorable accommodation experiences for guests,

Generating learning and exchange with the local community.

Thus the concept of welcome, well-being and quality of service is associated with sustainable standards.

Source: Professor Willy LeGrand

SUSTAINABLE DEVELOPMENT GOALS
1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND
16 PEACE, JUSTICE AND STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS

THE COALITION

FUTURE
OF TOURISM

Global and National Programs to Support You

++ One Planet Sustainable Tourism Program – World Tourism Organization (UNWTO)

++ A Net Zero Roadmap for Travel and Tourism – World Travel and Tourism Council (WTTC)

++ Green Travel Initiative- North Carolina

RESOURCES TO ACCESS

++ Global Sustainable Tourism Criteria (GSTC)

++ Greenview Environmental, Social, and Governance Measures

++ Travel Foundation and Cornell University, the Invisible Burden

++ Green Lodging Trends Report – Greenview and Cornell University

++ Cornell Hotel Sustainability Benchmarking Index

++ Sustainability Basic Framework (Radisson, Melia, Accor and others)

++ Marriott International SERV360 Program

++ Hilton Worldwide Travel with Purpose – Light Stay system

++ Travel Sustainable Badge – Booking.com

++ Eco-Certified Badge – Google Travel

Cornell Hotel Sustainability Benchmarking Index

Overview

- Industry-led data collection & benchmarking initiative
- Energy, water and carbon emissions
- Over 21,000 hotels from 25 companies
- Global participation since 2010
- Public data set available free of charge from Cornell Center for Hospitality Research
- Participating hotels receive confidential report
- Used by governments, corporate customers, TMCs, NGOs for benchmarks and estimates
- Project open & accessible to all: from large chains to individual properties
- www.greenview.sg/chsb-index

Average Carbon Emissions per square foot: 2019

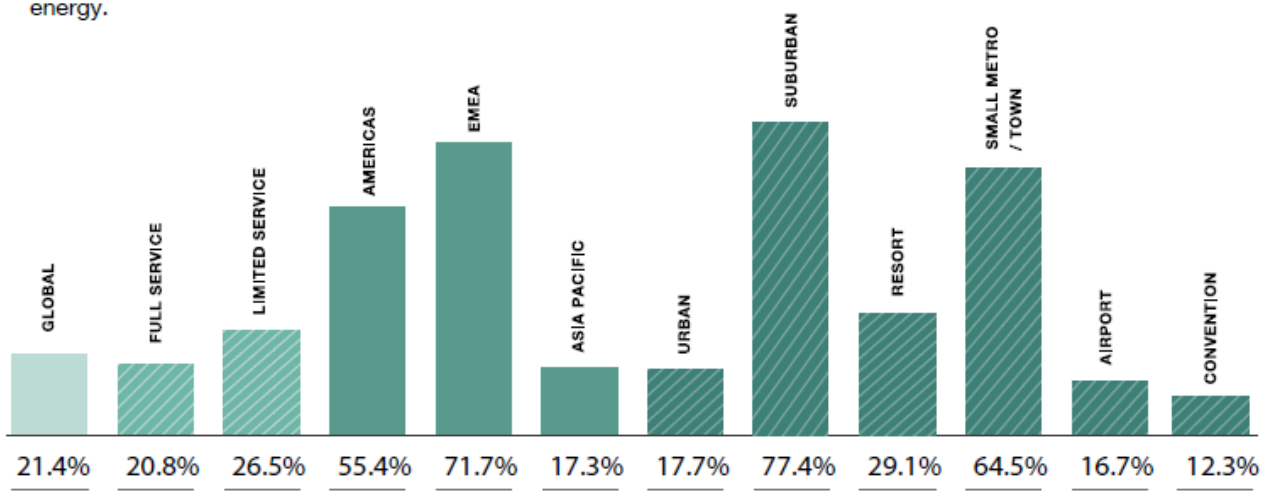
	Average CO2 emissions kg per sq	Highest	Lowest
Wilmington, NC	6.2	10.2	3.6
North Carolina	6.1	21.4	1.3
USA	7.4	45.9	5.4

www.hotelfootprints.org

Green Lodging Trends Report

On-Site Renewable Energy

- 21.4% of hotels have on-site renewable energy.
- 9.9% indicated investing in heat pump, followed by solar thermal (5.7%), solar PV (3.9%), wind (0.7%), geothermal (0.6%), and hydroelectric (0.4%). Note, some hotels use more than one source of on-site renewable energy.



Innovative Practice

Energy Management – the journey

Common practice (over 75%)	Established practices (over 50%)	Emerging practices (over 25%)	Innovative practice (under 25%)
• Energy Tracking • > 90% Guestrooms with Digital Thermostat • > 90% Guestrooms with Occupancy Sensors • > 75% Interior Space with LED Light Bulbs	• Benchmarking Energy Among Peers • Energy Sub-Metering • > 90% Meeting Space with Occupancy Sensors • High Efficiency Boilers (>85% efficiency)	• > 90% Windows with Enhanced Reflective / Insulating Characteristics • Electric Vehicle Charging Stations • Preferred Parking for Electric Vehicles	• On-Site Renewable Energy

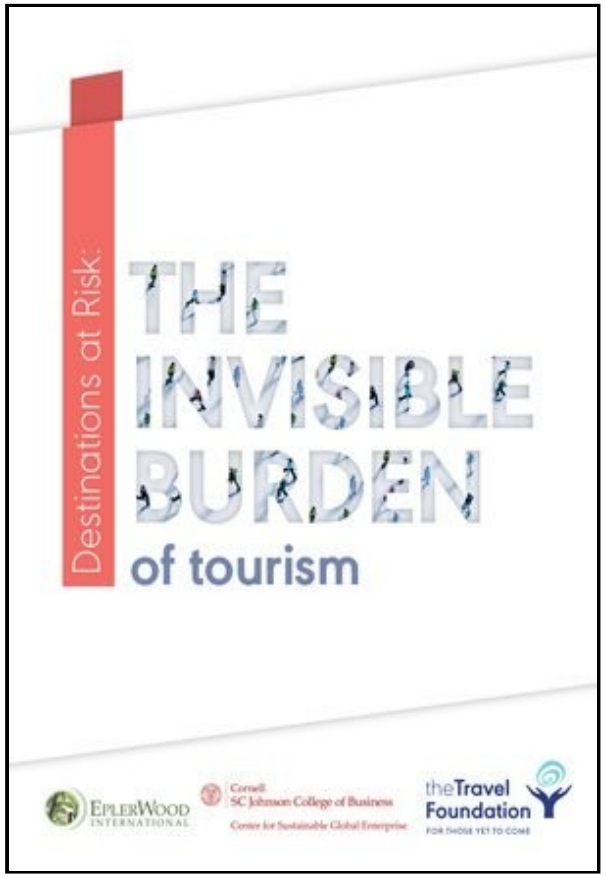
GREENVIEW

Waste Management – the journey

Common practice (over 75%)	Established practices (over 50%)	Emerging practices (over 25%)	Innovative practice (under 25%)
• Recycling in Common Areas • >90% F&B with Reusable Food Service Ware • Newspapers Not Delivered to Guestrooms	• Waste and Recycling Tracking • >90% Guestrooms with Bulk Soap/Shampoo Dispensers • Compostable or Bio-Plastic Products • Food Waste Prevention Strategies	• Elimination of Plastic Straws • Elimination of Single Use Plastics • Hand Dryers in Restrooms • Food Waste Composting	• Waste Heat Recovery • Elimination of PVC Key Cards

GREENVIEW

Net value is the true value



- Energy & GHG
- Water
- Solid waste
- Sewage
- Social capital
- Natural capital

www.invisibleburden.org

From
VOLUME
to
VALUE
#BuildBackBetter
Destination STEWARDSHIP
QUALITY
NOT
QUANTITY

Pic ixabay

Tourism as a Catalyst – Connecting Community and Climate

Global AND Local

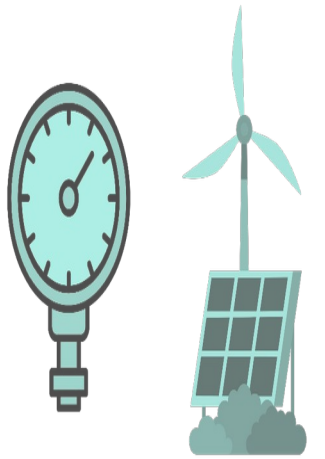
Vulnerable AND Valued

Private AND Public

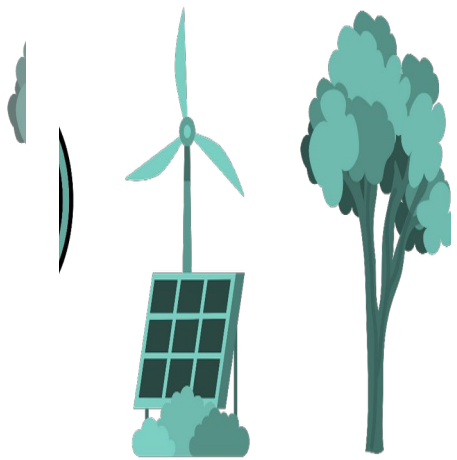
Large AND Diffuse

OMMITMENT TO A DECADE OF TOURISM CLIMATE ACTION

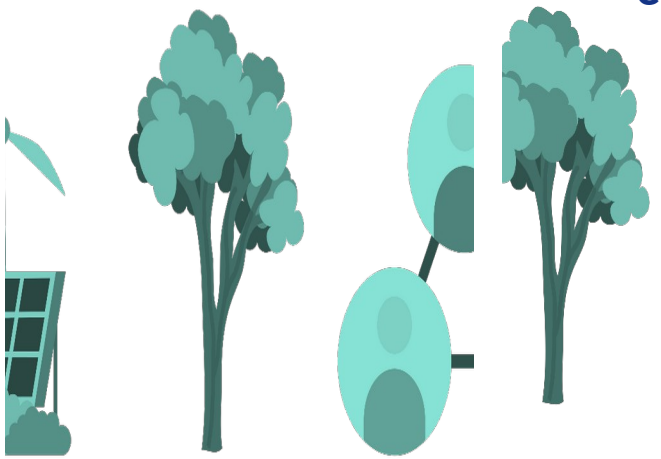
Measure



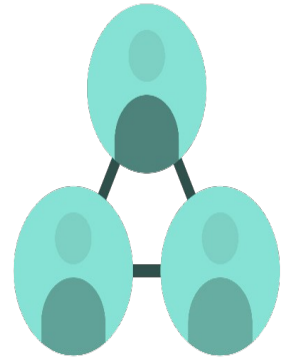
Decarbonise



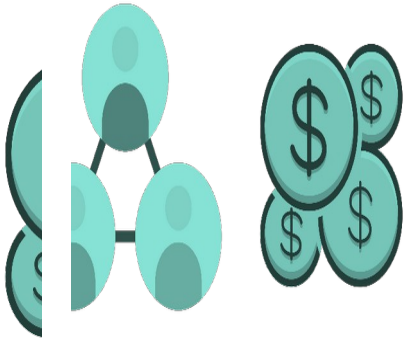
Regenerate



Collaborate



Finance

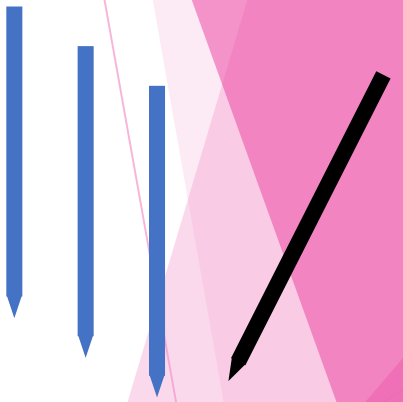


Catalyzing Change

Advocacy

Access

Alignment

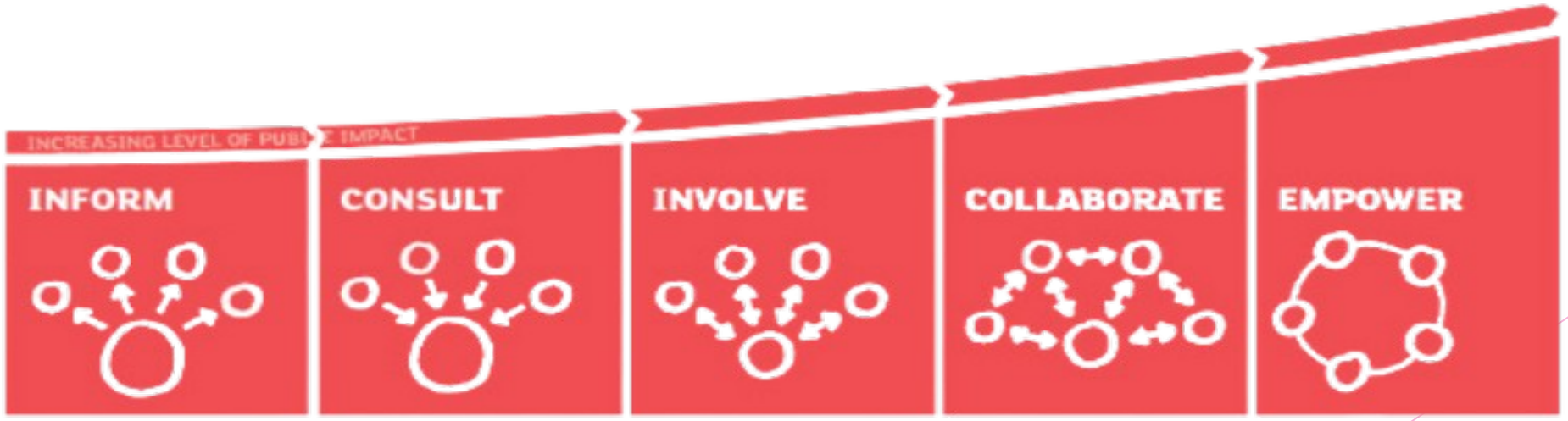


TOURISM DECLARES
CLIMATE EMERGENCY

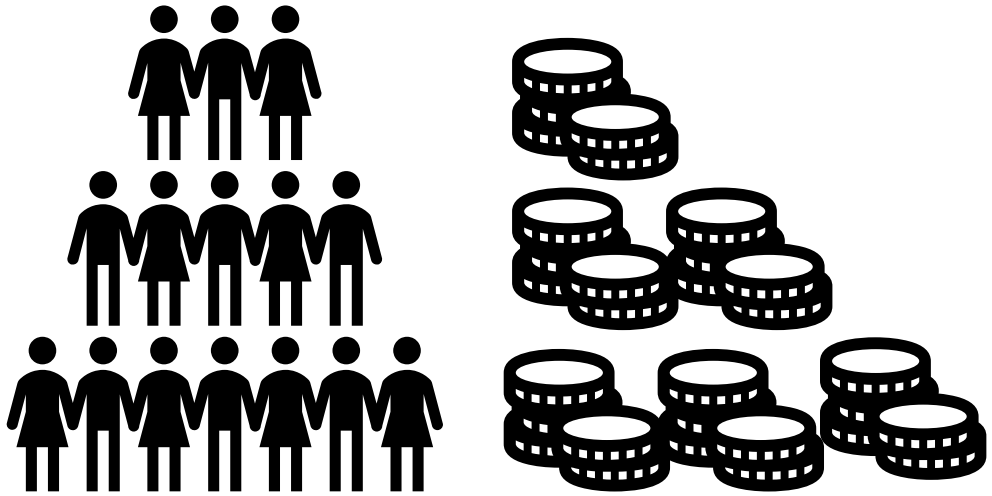
Glasgow Declaration
Climate Action in Tourism

Why do we want tourism?

Resident - centric



Reframing Success



- Communities
- Natural and built assets
- Equity, diversity and inclusion
- Risk
- Climate and ecological crisis

THANK YOU FOR ALL YOU DO!

THANK YOU FOR THE ALL BLUE and THE NC GREEN TRAVEL PROGRAM!

THANK YOU FOR WELCOMING ALL VISITORS!

HAPPY HOLIDAYS TO ALL!!

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