

2024

Green Lodging Trends

U.S. Market Report
November 2024



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ABOUT THE REPORT

The second Green Lodging Trends, U.S. Market report benchmarks the prevalence of sustainability best practices of hotels in the United States.

This report zooms into United States-specific information gathered for the 2024 edition of the Green Lodging Trends Report (GLTR). Launched in 2016, GLTR is the leading global benchmarking study on sustainability best practices in hotels. GLTR was launched with the vision of increasing awareness of the current state of sustainability in hotels worldwide by assessing the uptick of sustainability practices and highlighting innovative best practices. As a subset of GLTR, the American Hotel & Lodging Association (AHLA) report aims to achieve the same objectives within United States. This 2024 edition will be the fifth edition of GLTR and the second edition of the AHLA report.

This year, more than 11,000 hotels contributed to the AHLA report through two primary data collection methods: direct participation via the GLTR survey on Greenview Portal, an internationally recognized hotel sustainability management system (learn more on page 103), and bulk data submissions from companies. The data presented in this report was collected from April and June 2024. Participating hotels will receive confidential, customized benchmarking reports that compare their performance against similar peers by market segments or hotel types, while the overall GLTR and AHLA reports highlight outstanding sustainability practices.

The table below shows the regional and chain scale distribution of the contributing hotels.

US Regions	Percentage	STR Market Segment	Percentage
Northeast	13.4%	Midscale	2.3%
Southeast	35.8%	Upper Midscale	39.1%
Midwest	18.1%	Upscale	39.4%
Southwest	14.6%	Upper Upscale	16.4%
West	18.1%	Luxury	2.8%

This report examines 80 best practices, an uptick from 2022's 75 best practices. The best practices were grouped into nine trending thematic chapters including staff and guest engagement, responsible consumption, and pollution and biodiversity. Look forward to roadmaps that plot the links between various best practices and provide suggested next frontiers for hotels at all points in their sustainability journey. Each chapter provides a high-level summary of each theme, followed by a deep dive into the data and insights per best practice. All data and charts are segmented by hotel profiles (geographic location, service type, STR chain scale, and hotel type), offering both macro and granular analyses of uptake rates.

Best practices were categorized based on their adoption rates into four groups:

- Common practices (75% and above)
- Established practices (50% - 74%)
- Emerging practices (25% - 49%)
- Innovative practices (less than 25%)

Beyond the insights on sustainability best practices within the U.S., if you would like to explore the trends on a global level, the 2024 GLTR report can be found [here](#).

Notes on interpreting the report:

- The responses do not represent the full data set as participants were not required to answer all questions. As such, the number of responses varies for each question.
- The full data set also includes integration from other sources to augment the missing regions and hotel types.
- The responses are self-reported by individual hotels and hotel companies, and Greenview does not conduct verification on the raw data inputs to maintain efficiency and encourage broad participation. As a result, the accuracy of individual responses may vary based on participants' internal reporting processes.
- Majority of the responses originate from large hospitality brands, many of which may implement company-wide best practices. This can lead to variations in data trends, especially when these practices are mandated across multiple properties.
- Greenview may exclude certain data points or hotel segmentations due to insufficient data, in order to maintain the integrity of the report.

EXECUTIVE SUMMARY



MANAGEMENT SYSTEM

- More hotels are prioritizing structured sustainability management. The rapid growth suggests an industry-wide shift toward embedding sustainability into core management systems.
- Three in five hotels have a sustainability team on property, representing a significant jump from 2% in 2022 to 59% in 2024.
- More than half of all hotels hold sustainability team meetings at least once a month. 5% of hotels meet even more frequently, on a weekly basis.



STAFF AND GUEST ENGAGEMENT

- Sustainability staff training rates have more than doubled in the past two years. Providing annual staff training on understanding and implementing sustainable practices is now a common practice, with 87% of hotels doing so. This represents a stark increase from 40% in 2022.



SOCIAL IMPACT

- Offering locally organized tours and activities remains an emerging practice, currently adopted by 28% of hotels. This figure varies across STR segments, with luxury and resort hotels leading the charge.
- Such initiatives align with broader social sustainability goals, supporting local economies and providing authentic guest experiences. However, the adoption rate suggests untapped potential in this area.



POLLUTION AND BIODIVERSITY

- Using environmentally friendly alternatives to pesticides remains a common practice - 85.1% of all hotels use such alternatives.
- Supporting initiatives related to biodiversity conservation is an established practice globally (adopted by 50.3% of hotels), but it is still an innovative practice in the U.S (14.7%).



RESPONSIBLE CONSUMPTION

- Vegan options have surged in popularity. Three in five of all hotels offer vegan options on their menus. A third of hotels now have vegan options for every course and meal, a six-fold increase since 2022.
- This aligns with growing consumer demand for sustainable and plant-based dining options. However, U.S. hotels are trailing in responsible consumption practices overall. (Please see examples below.)

Best Practice	U.S.	Global
Purchasing sustainable seafood	16.9%	28.9%
Sustainability requirements for procurement of goods and services	36.3%	49.8%
Purchasing fair trade F&B items	34.2%	50.2%
Purchasing organic F&B items	9.7%	19.2%

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WASTE MANAGEMENT

- There has been a significant rise in the elimination of single-use plastics.
- Replacing mini toiletry bottles has become standard practice, with an increase from 53% in 2022 to 100% in 2024. Bulk dispensers are the most popular alternative.
- Implementing alternatives to single-use plastic water bottles has become common across all hotel types, with an increase from 41% in 2022 to 98% in 2024. The most popular alternative was water refill stations, followed by providing complimentary reusable water bottles.
- The U.S. is way ahead of the global average in terms of eliminating single-use plastic. (Please see examples below.) These efforts reflect both regulatory pressures and growing consumer demand for sustainable practices

Best Practice	U.S.	Global
Replacement of mini toiletry bottles with refillable amenity dispensers	99.9%	91.7%
Do not offer one or more single-use plastic items	98.6%	67.3%
Implemented alternatives to SUP water bottles	98.1%	67.3%



ENERGY MANAGEMENT

- Hotels remain committed to energy reduction plans. Three in four hotels have such action plans, with an increasing trend observed across STR segments. Energy management remains a cornerstone of sustainability in the hospitality sector, with clear benefits in terms of both cost savings and environmental impact.



CLIMATE ACTION

- The percentage of hotels with carbon reduction plans has nearly doubled (from 57% in 2022 to 97% in 2024).
- Hotels implementing an action plan to reduce carbon emissions (with actions, roles and responsibilities defined) is a common practice across all segments.
- The U.S. lags behind other countries in Climate Action. While best practices continue to evolve globally, U.S. hotels have significant room for improvement to keep pace with international standards. (Please see examples below.)

Best Practice	U.S.	Global
Use of renewable energy sources	0.4%	6%
Onsite renewable energy	7%	15%
Carbon offsets	1%	5%
Green vehicles for guest transfers	2%	11%
EV charging stations	22%	27%



WATER CONSERVATION

- Similar to 2022 findings, almost all hotels have linen and towel reuse programs in place.
- Four in five hotels have water-efficient toilets in at least three-quarters of the property (i.e., consuming no more than 1.6 gallons or 6 liters per flush).
- These practices demonstrate a continued focus on reducing water consumption. However, there is room for progress for hotels to adopt more advanced water-saving technologies and practices.

MANAGEMENT SYSTEM



→ **Implementing a sustainability management system is crucial for establishing sustainable practices at a property.** It can start with appointing a sustainability champion and evolve into regular meetings, a dedicated team, or a full-fledged governance structure. Many certifications, such as those offered by Green Key Global, require hotels to have such systems in place. This chapter explores the adoption of five best practices related to this topic.

→ KEY FINDINGS

Established practices

- More than half (61.54%) of hotels hold sustainability team meetings at least once a month.
- More than half (58.7%) of hotels have a sustainability team on the property.

Emerging practices

- More than a third (39.7%) of hotels are certified for sustainability.
- A quarter (25.9%) of hotels have a sustainability champion on the property.

Innovative practice

- 14.8% of hotels have a budget to implement sustainability initiatives.

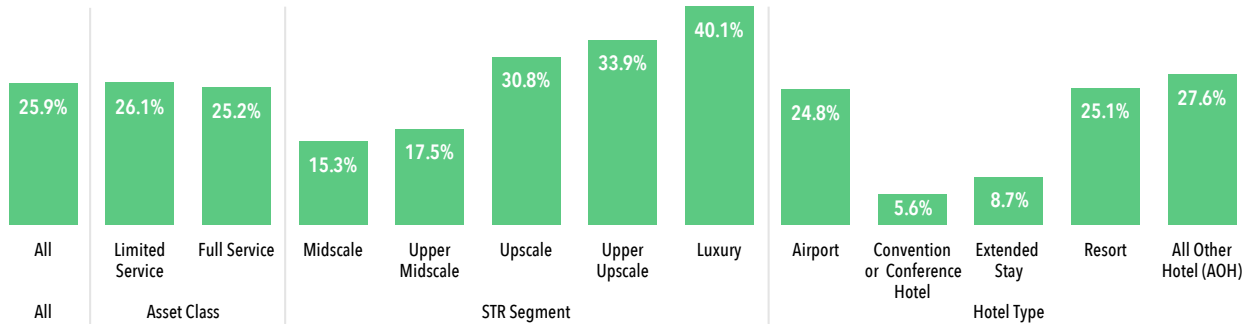


→ SUSTAINABILITY CHAMPION

Hotels having a sustainability champion on property is an emerging practice.

- 25.9% of all hotels have a sustainability champion on property.
- Limited and Full Service hotels exhibit a comparable proportion of hotels that have a sustainability champion (26.1% and 25.2% respectively).
- Luxury hotels have the highest proportion of hotels that have a sustainability champion (40.1%), more than twice that of Midscale hotels (15.3%).
- The proportion of hotels having a sustainability champion in Airport (24.8%) and Resort (25.1%) hotels hover slightly below average, suggesting that there is still room for improvement.
- Convention/Conference hotels exhibit the lowest adoption rate of 5.6%, while Extended Stay hotels also performed significantly below average levels at 8.7%.

Sustainability Champion



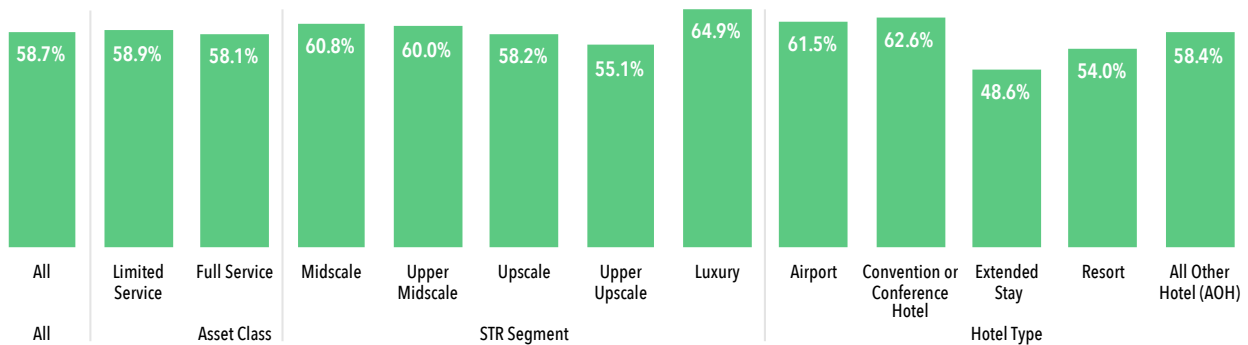


→ SUSTAINABILITY TEAM

Hotels having a sustainability team on property is an established practice.

- 58.7% of hotels have a sustainability team on the property.
- More than half of Limited and Full Service hotels (58.9% and 58.1%) have sustainability teams on property.
- Luxury hotels take the lead in this practice, with 64.9% exhibiting this trait.
- Convention/conference hotels also report high prevalence of sustainability teams on property (62.6%), while there is room for improvement for extended stay hotels, of which only 48.6% have done so.
- Harrisburg, PA (77.8%), Deltona, FL (76.2%) and Colorado Springs, CO (75.0%) are the top-performing metropolitan areas that have sustainability teams on property.

Sustainability Team



Top Metro Areas



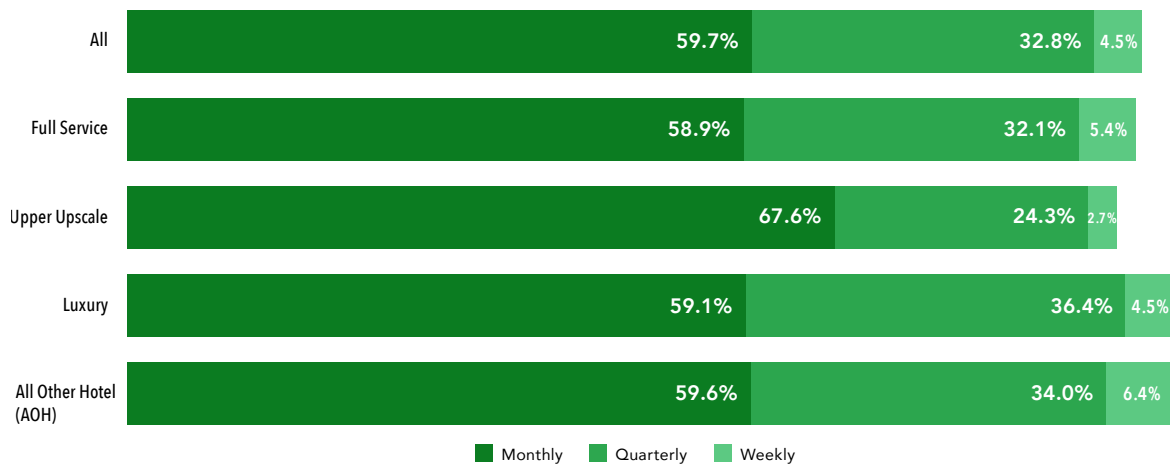


→ SUSTAINABILITY MEETINGS

Hotels holding sustainability team meetings monthly is an established practice.

- More than half of all hotels hold sustainability team meetings at least once a month.
- Upper Upscale hotels stand out with highest monthly meeting frequency (67.6%).

Sustainability Team Frequency



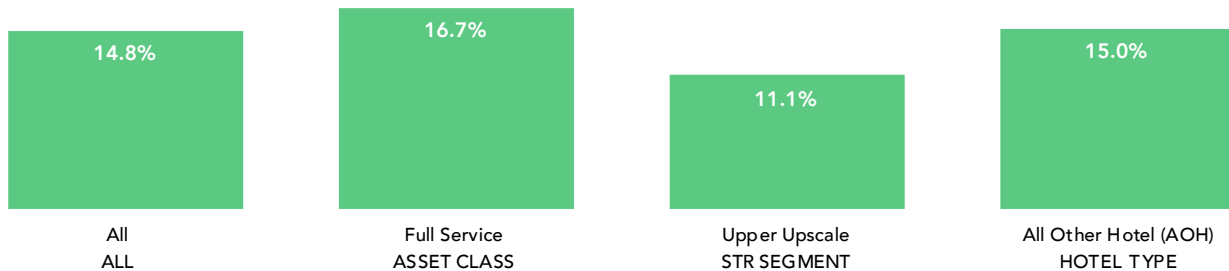
Footnote: Limited Service, Midscale, Upper Midscale, Upscale, Airport, Extended Stay, Convention/Conference and Resort segments are excluded from this chart due to insufficient data.

→ SUSTAINABILITY BUDGET

Hotel sustainability teams having a budget to implement sustainability initiatives is an innovative practice.

- 14.8% of all hotels have a budget to implement sustainability initiatives.
- Full Service hotels performed above average, with an adoption rate of 16.7%.

Sustainability Budget



Footnote: Limited Service, Midscale, Upper Midscale, Upscale, Luxury, Airport, Extended Stay, Convention/Conference and Resort segments are excluded from this chart due to insufficient data.

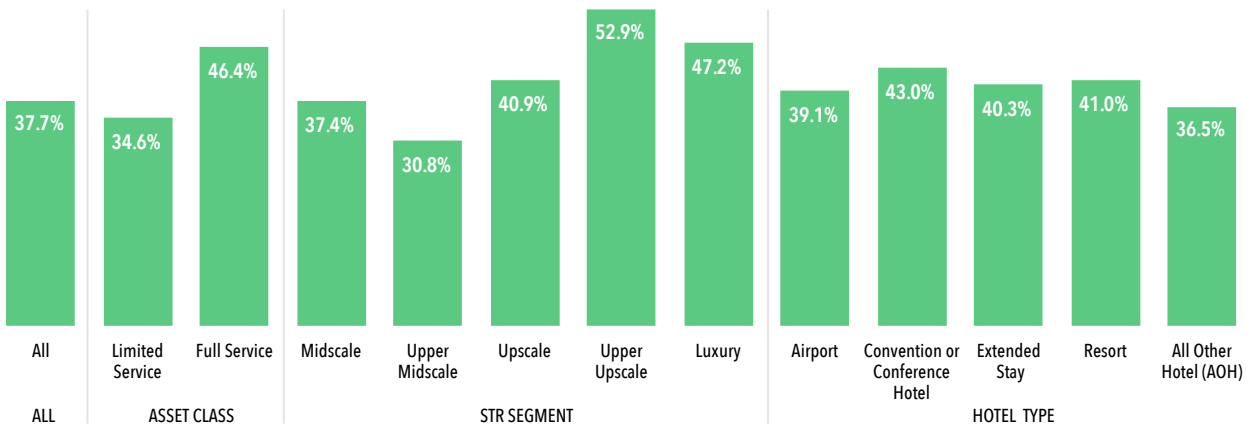


→ THIRD-PARTY CERTIFICATIONS

Hotels attaining third-party certifications for their operational sustainability initiatives is an emerging practice.

- 37.7% of all hotels have received third-party certifications for their operational sustainability initiatives.
- Full Service hotels have higher certification rates (46.4%) compared to Limited Service hotels (34.6%).
- Upper Upscale hotels performed the best, with around half of the properties attaining third-party certifications, with Luxury hotels coming in next at 47.2%.
- Across hotel types, Airport hotels have the lowest adoption rates (39.1%) for attaining third-party certifications, while Convention/Conference hotels have slightly higher adoption rates (43.0%).

3rd-party Certification



STAFF AND GUEST ENGAGEMENT



→ STAFF ENGAGEMENT

Active staff engagement is essential for effective sustainability implementation. This does not always require formal settings like town halls; it can include small actions like adding sustainability updates to daily briefings, sending updates via messaging apps, and seeking team feedback. Ultimately, hotels should aim to create an engaged, empowered team that understands the rationale behind their sustainability practices.

→ GUEST ENGAGEMENT

Guest engagement on sustainability matters is important in garnering their support, especially for initiatives whose success hinges on guest support. For example, towel and linen reuse programs are most impactful when guests participate actively. Letting guests know about your hotel's initiatives and their impact also gives credit to your team's hard work.

This chapter examines seven best practices across both subtopics.

→ KEY FINDINGS

Common practices

- Almost all hotels (99.6%) provide volunteering opportunities for their staff during regular working hours.
- Nearly all hotels (99.4%) report their sustainability efforts on their website.
- Nearly all hotels (99.3%) have a reward program for guests.
- Nearly all hotels (99.1%) recognize staff who go above and beyond for sustainability.
- 86.7% of all hotels provide sustainability training for their staff annually.
- 76.7% of hotels communicate their sustainability initiatives to guests.

Emerging practice

- Nearly half (46.2%) of hotels provide opportunities for guests to participate in its environmental and social impact initiatives.

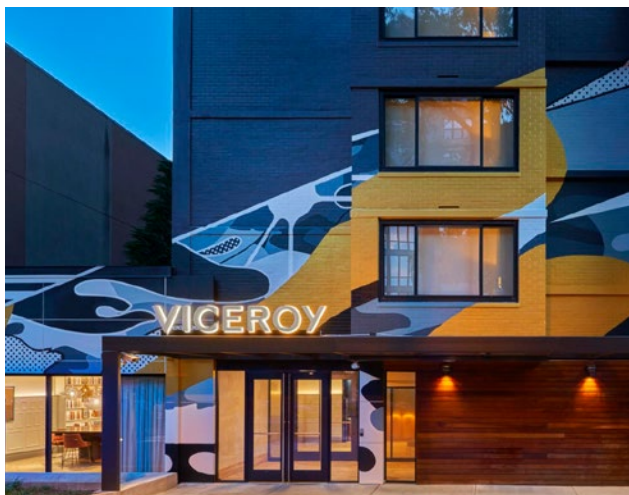
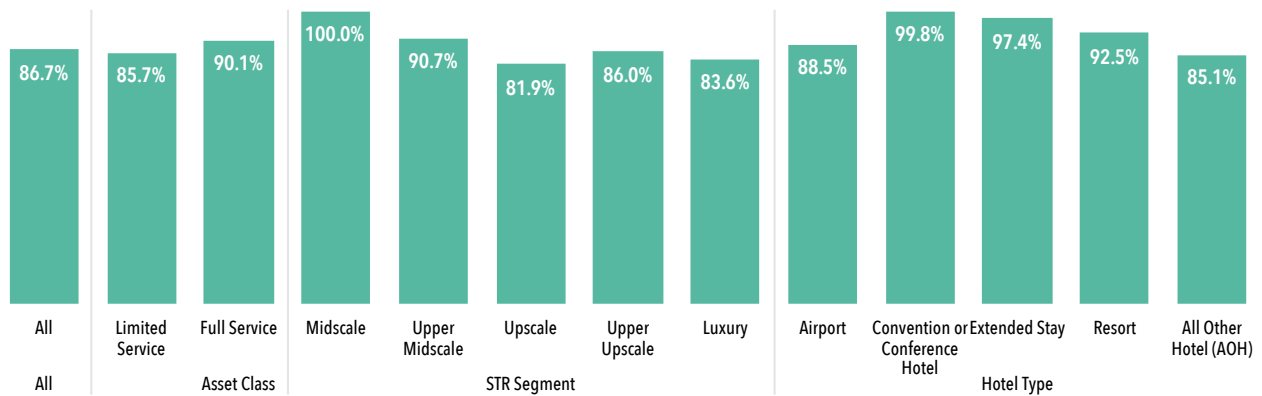


→ STAFF TRAINING

Hotels providing staff training (at least once a year) on understanding and implementing sustainable practices for front of house and back of house staff is a common practice.

- 86.7% of all hotels conduct training for staff on sustainability at least annually.
- Full Service hotels exhibit higher rates of staff training compared to Limited Service hotels, at 90.1% and 85.7% respectively.
- It is encouraging to note that 100% of Midscale hotels conduct staff training on sustainability at least once a year, closely followed by Upper Midscale hotels (90.7%).
- Almost all Convention/Conference hotels (99.8%) conduct staff training on sustainability at least once a year.

Staff Training



Hotel Highlight

VICEROY WASHINGTON DC

The team at Viceroy Washington DC regularly receive trainings on environmental best practices through newsletters and hotel meetings to further promote eco-friendly practices.

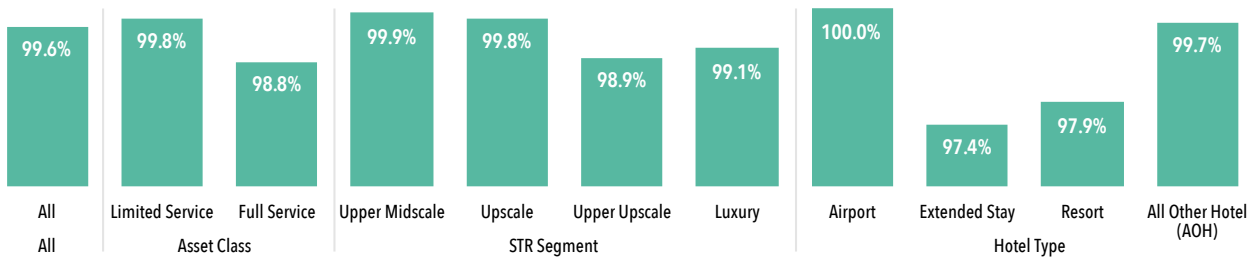


→ STAFF VOLUNTEERING

Hotels providing opportunities for staff to participate in volunteering activities during regular working hours is a common practice.

- Almost all hotels (99.6%) provide volunteering opportunities for staff.
- This high adoption rate is consistently observed across the various hotel categories.

Staff Volunteering Opportunities During Work Hours



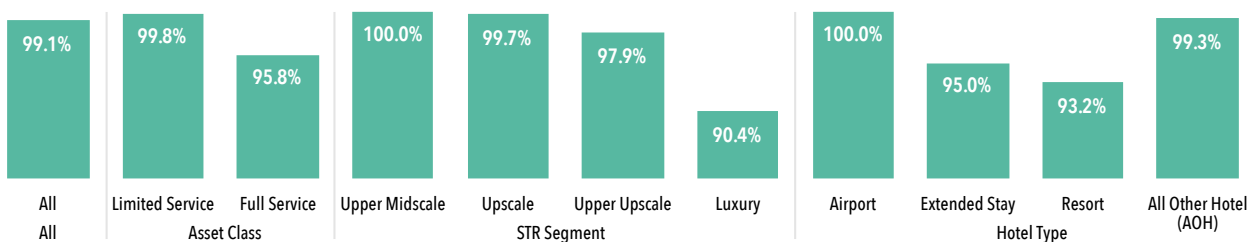
Footnote: Midscale and Convention/Conference segments are excluded from this chart due to insufficient data.

→ STAFF RECOGNITION

Hotels recognizing staff who go above and beyond with regards to sustainability is a common practice.

- 99.1% of all hotels give recognition staff who go above and beyond for sustainability.
- Limited Service hotels outperform Full Service hotels, at 99.8% and 95.8% respectively.
- For STR Segments, the Upper Midscale and Upscale hotels take the lead in adopting this practice, with 100% and 99.7% adoption rates respectively. 90.4% of Luxury hotels have staff recognition practices in place, reflecting potential room for improvement.
- For Hotel Types, Airport hotels exhibit the highest adoption rates, with all hotels having implemented this practice.

% Staff Recognition



Footnote: Midscale and Convention/Conference segments are excluded from this chart due to insufficient data.

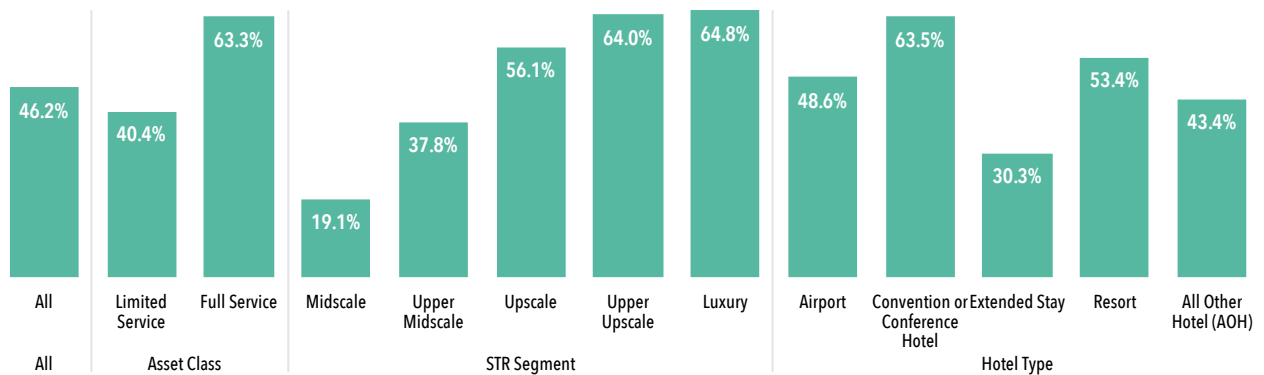


→ GUEST PARTICIPATION

Providing opportunities for guests to participate in hotels' environmental and social impact initiatives is an emerging practice.

- Less than half (46.2%) of all hotels provide opportunities for guests to participate in environmental and social impact initiatives.
- Full Service hotels outperform Limited Service hotels significantly, with 63.3% of Full Service hotels adopting this practice.
- Higher-tier segments in the STR chain scale place greater emphasis on guest participation. Luxury hotels lead the way, with 64.8% of hotels adopting this practice, while Midscale hotels lag behind with a low adoption rate of 19.1%. This may be attributed to differences in guest expectations.
- Across hotel types, Convention/Conference hotels exhibit the highest adoption rates for this practice at 63.5% while Extended Stay hotels lag behind at 30.3%.
- The top metro areas for this best practice are: Albany, NY (71.4%); Seattle, WA (67.3%); and Little Rock, AR (65.0%).

Guest Opportunities to Support Environmental and Social Initiatives



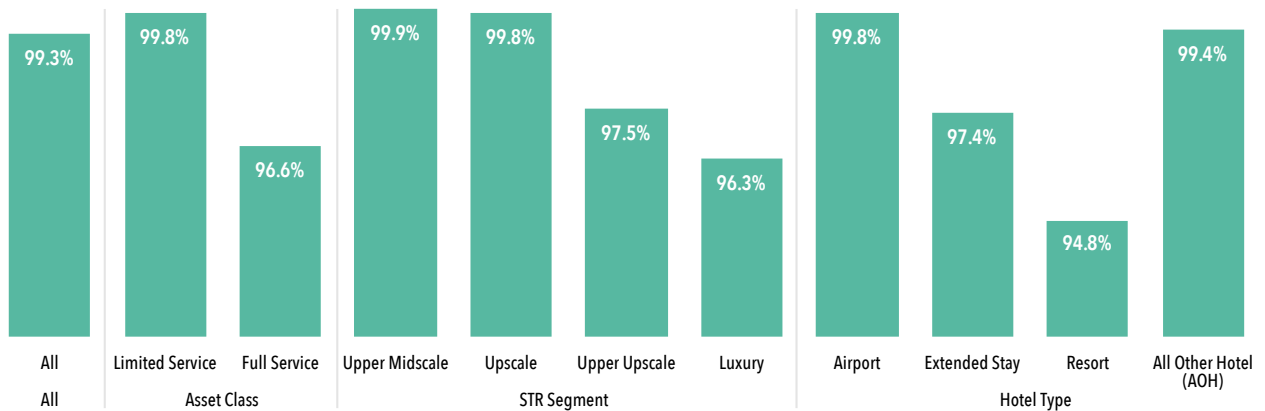


→ GUEST REWARD

Hotels having a reward program for guests who support their sustainability initiatives is a common practice.

- Almost all hotels (99.3%) have a reward program. This high prevalence is observed consistently across all hotel categories.
- Limited Service hotels have a slightly higher adoption rate of this practice than Full Service hotels, with 99.8% and 96.6% adoption rates respectively.
- Almost all Airport hotels (99.8%) have implemented guest reward programs. Meanwhile, Resort hotels performed below average with a 94.8% adoption rate.

Guest Reward Program



Footnote: Midscale and Convention/Conference segments are excluded from this chart due to insufficient data.

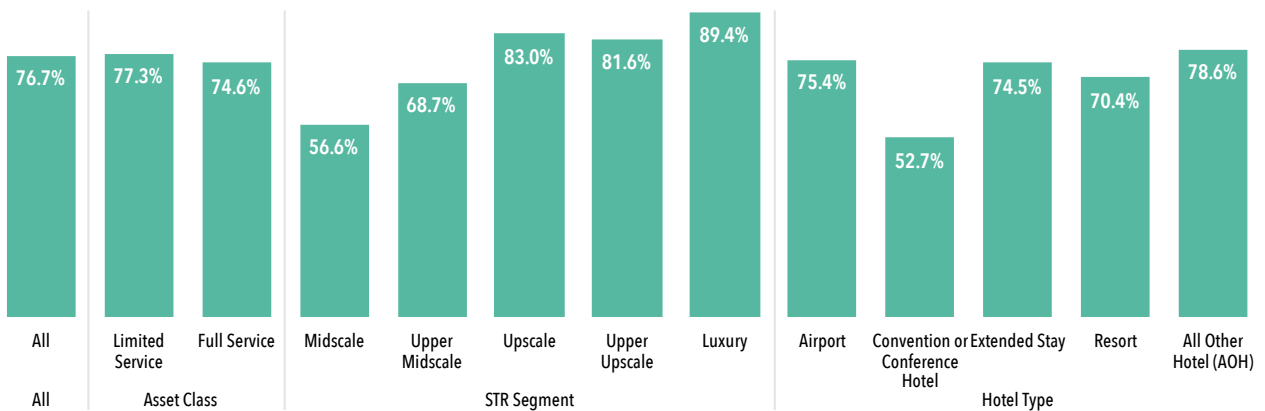


→ SUSTAINABILITY COMMUNICATIONS

It is a common practice for hotels to communicate their sustainability initiatives to guests.

- Over three-quarters (76.7%) of all hotels communicate their sustainability initiatives to guests.
- Limited Service hotels exhibit higher adoption rates compared to Full Service hotels, at 77.3% and 74.6% respectively.
- The prevalence of sustainability communications generally increases across the STR chain scale segments, with Luxury hotels leading with 89.4% of hotels doing so. Midscale hotels are trailing behind, with an adoption rate of 56.6%.
- For hotel types, All Other Hotels (AOH) have the highest adoption rate for this practice (78.6%), while Convention/Conference hotels lag behind at 52.7%.

Communication of Sustainability Initiatives to Guests



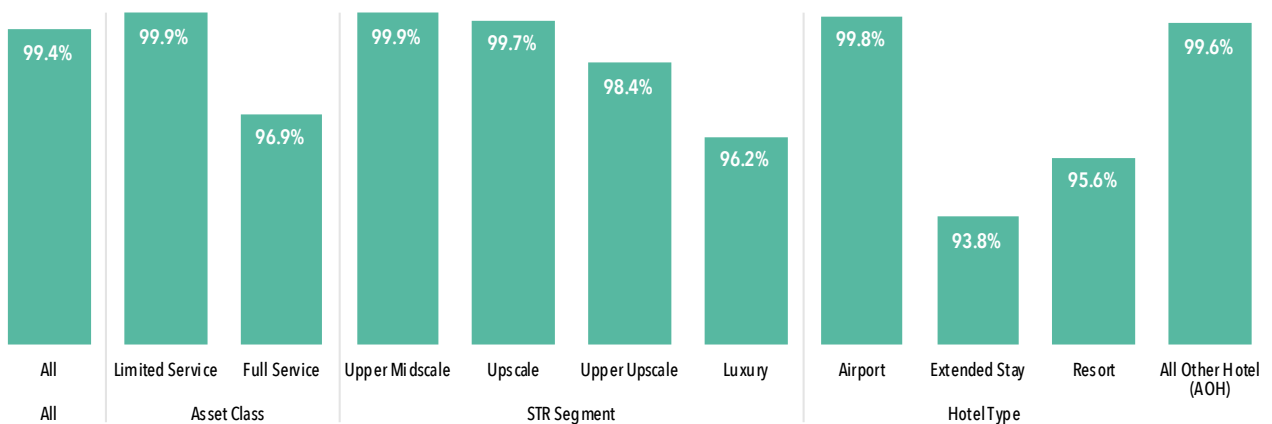


→ SUSTAINABILITY REPORTING

Hotels reporting their sustainability efforts on a dedicated space on their website is a common practice.

- Almost all hotels (99.4%) report on their sustainability efforts on their website.
- Full Service hotels have a below-average adoption rate for this practice, at 96.9%.
- Almost all Airport hotels (99.8%) have published sustainability information on their websites. This may be due to business travelers and corporate travel buyers increasingly assessing hotels based on sustainability criteria, in order to align with their companies' ESG goals. This transparency helps Airport hotels attract more corporate clients who prioritize sustainability in their travel decisions.

Sustainability Efforts on Website



Footnote: Midscale and Convention/Conference segments are excluded from this chart due to insufficient data.



→ SUPPORT LOCAL

Supporting local businesses stimulates economic growth, creates jobs, and fosters community connections, thereby enhancing social cohesion and resilience. Besides these social benefits, it also reduces transport miles and their associated carbon emissions.

→ REDUCE INEQUALITIES AND IMPROVE ACCESSIBILITY

Breaking down social, and in some cases physical, barriers in hotels fosters an inclusive and welcoming environment for their staff and guests. This can broaden the market reach of customers while promoting fairness and inclusivity. Standing up against social issues like modern slavery and child labor also helps demonstrate corporate responsibility and build a positive reputation for your hotel.

Discover eight best practices that bring positive social impact in this chapter.

→ KEY FINDINGS

Common practices

- All hotels (100%) have facilities and activities that are accessible to persons with physical disabilities and other special needs.
- All hotels (100%) have implemented initiatives to reduce inequalities.
- Virtually all (99%) of all hotels conduct modern slavery training for their staff.
- Almost all hotels (99%) communicate the level of accessibility to their guests.
- About 90% of all hotels implement initiatives to support the local community.
- 76.5% of hotels have a preference for local suppliers in their purchasing policy.

Established practice

- 67.2% of all hotels hire their staff from the local community.

Emerging practice

- Over a quarter (27.9%) of hotels offer tours and activities organized by local guides and businesses.

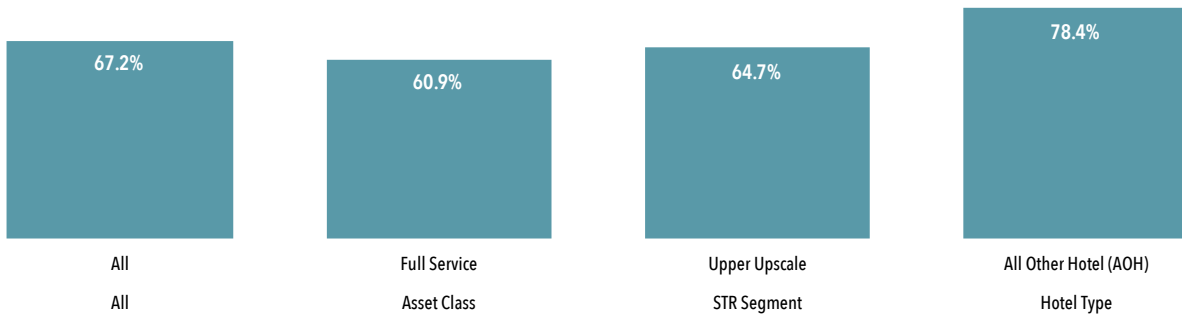


→ LOCAL STAFF

Hotels hiring more than three-quarters of their staff from the local community is an established practice.

- 67.2% of all hotels hire more than three-quarters of their staff from the local community.
- All Other Hotels (AOH) take the lead, with 78.4% of hotels hiring most of their staff from the local community.
- Full Service and Upper Upscale hotels demonstrate at least 60% adoption rate of this practice.

Local Staff



Footnote: Limited Service, Midscale, Upper Midscale, Upscale, Luxury, Airport, Extended Stay, Convention/Conference and Resort segments are excluded from this chart due to insufficient data.

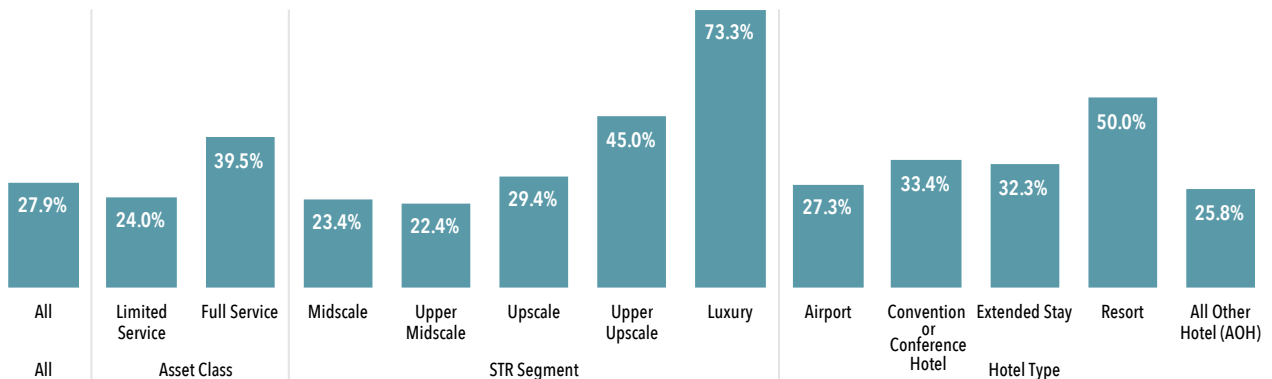


→ LOCAL TOURS

Hotels offering tours and activities organized by local guides and businesses is an emerging practice.

- Over a quarter (27.9%) of all hotels offer local tours and activities, revealing a clear opportunity for improvement across the board.
- Full Service hotels (39.5%) demonstrate higher adoption rates than Limited Service hotels (24%).
- The prevalence of this best practice generally increases across the STR segments, with Luxury hotels exhibiting strong support for local tour guides and businesses (73.3%). This trend could be due to varying guest expectations and budgets.
- Resort hotels also stand out with a relatively high adoption rate, with 50% of hotels adopting this practice.
- Top performing metro areas are: New Orleans, LA (75%); Savannah, GA (53.8%); Charleston, SC (52.9%)

Promote Local Tours



Hotel Highlight

L'AUBERGE DEL MAR

The L'Auberge del Mar offers local experiences, including tours and activities organized by local guides. Guests can enjoy nearby adventures like guided kayaking tours of La Jolla's marine ecological reserve, as well as other outdoor activities such as gliding, hiking, and biking. The hotel encourages exploring the local area and works with local providers to offer these memorable experiences.

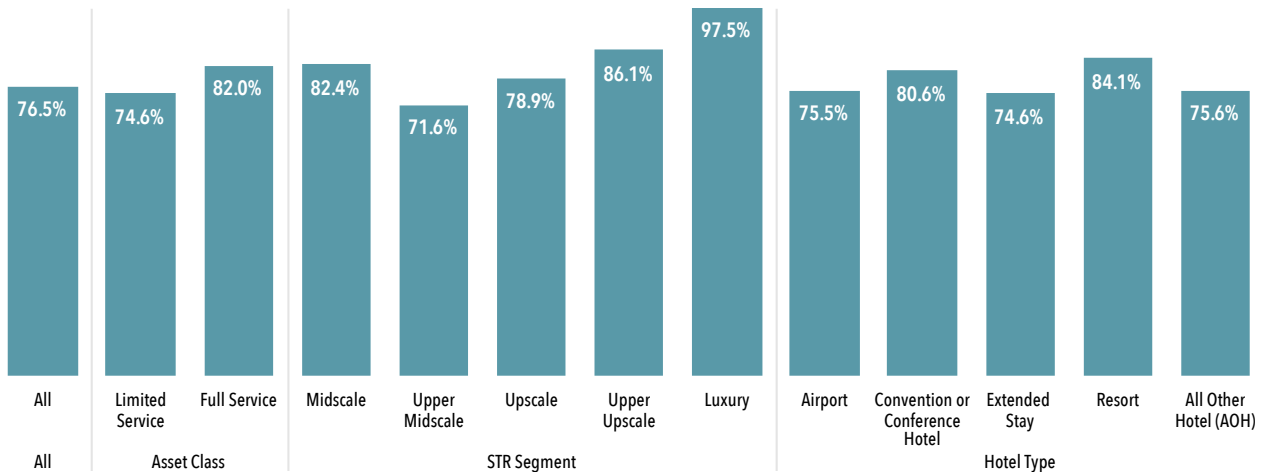


→ LOCAL SUPPLIERS

Hotels having a purchasing policy that includes a preference for local suppliers is a common practice.

- About three-quarters of all hotels (76.5%) have a preference for local suppliers.
- Full Service hotels are more likely to have such procurement policies in place, with an adoption rate of 82%, outperforming Limited Service hotels (74.6%).
- Luxury hotels lead the way with a strong adoption rate of 97.5%, while Upper Midscale hotels are trailing behind at 71.6%.
- Resort hotels also report a relatively high adoption rate of 84.1%.
- The variance in the data could be due to differing guest expectations and operational budgets across the hotel categories. Guests of higher-tier hotels may expect more high-quality and locally sourced products. Such hotels may also cater larger operational budgets to procure local produce or products.

Preference for Local Suppliers



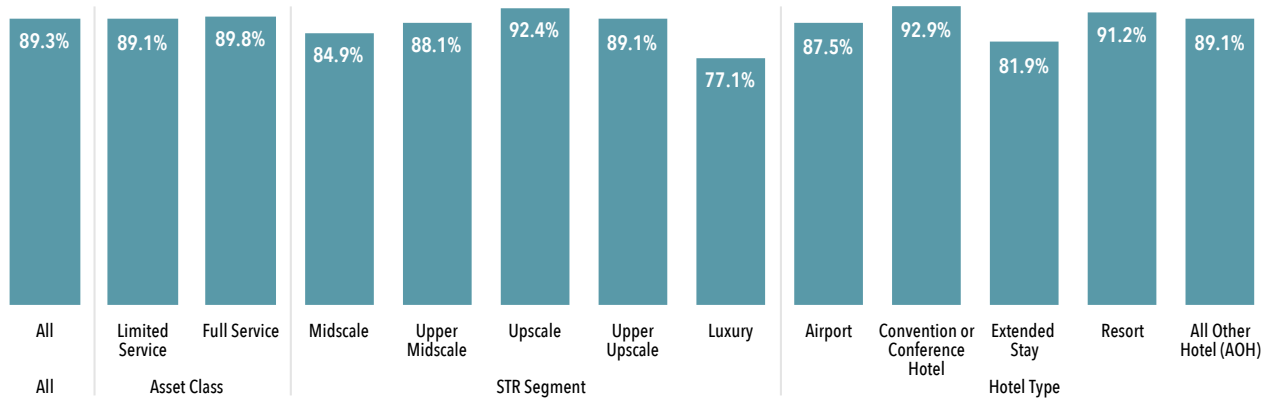


→ COMMUNITY SUPPORT

Hotels conducting initiatives for local infrastructure and community development is a common practice.

- About 90% of all hotels have implemented initiatives to support the local community.
- Across STR segments, Upscale hotels perform the best with an adoption rate of 92.4%.
- Convention/Conference hotels (92.9%) and Resort hotels (91.2%) also demonstrate strong adoption rates.

Local Infrastructure and Community Development Initiatives



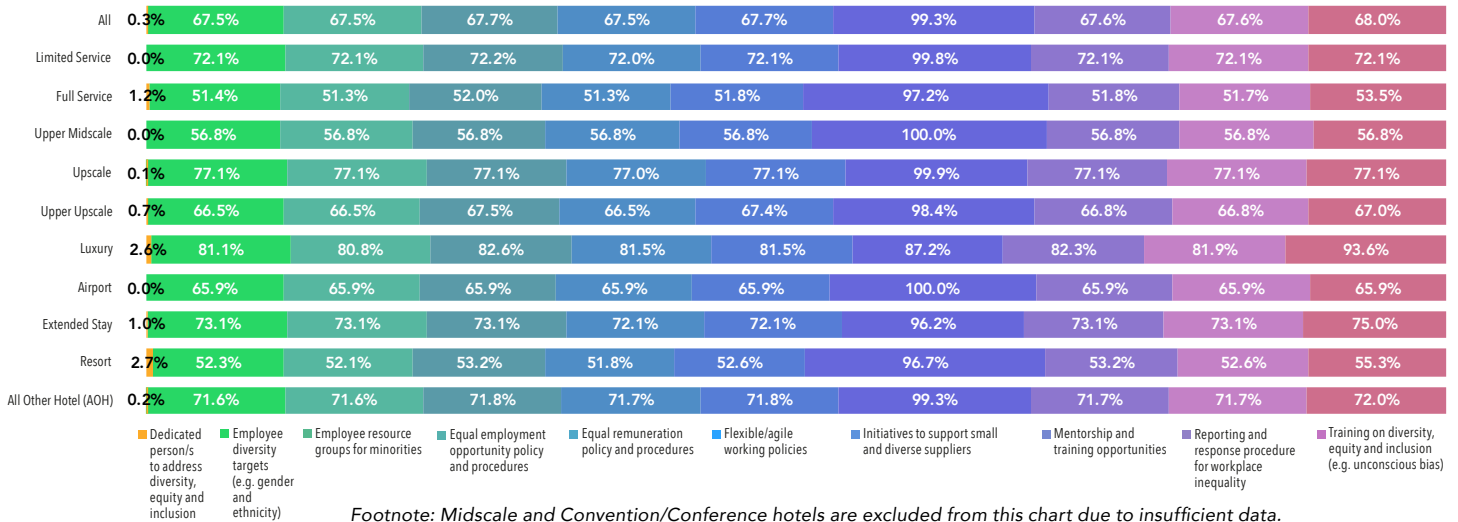


→ REDUCE INEQUALITIES

Hotels implementing initiatives to reduce inequalities is a common practice.

- All hotels (100%) have implemented initiatives to reduce inequalities, regardless of service type, hotel type and STR chain scale segment.
- The vast majority of hotels (99.3%) have implemented initiatives to support small and diverse suppliers. The remaining initiatives (e.g., having training on diversity, equity and inclusion; instituting employee diversity targets; and providing mentorship and training opportunities) are adopted by approximately two-thirds of hotels.
- Luxury hotels generally showed the highest adoption rates across all initiatives (80% or more), notably performing the best among the hotel categories for training on diversity, equity and inclusion (93.6%).
- Limited Service, Upscale, Extended Stay and All Other Hotels (AOH) performed above average across all initiatives, with adoption rates of 70% or more.

Initiatives to Reduce Inequality



Hotel Highlight

CARMEL MISSION INN

At Carmel Mission Inn, the AWE leadership program, led by Aimbridge Hospitality, is designed to empower women within the team. This initiative offers job-based workshops, one-on-one mentoring, and a supportive network where women can connect and develop leadership skills. The program complements the property’s broader staff development efforts, which include blended learning, e-learning courses, and instructor-led workshops aimed at fostering growth and leadership.

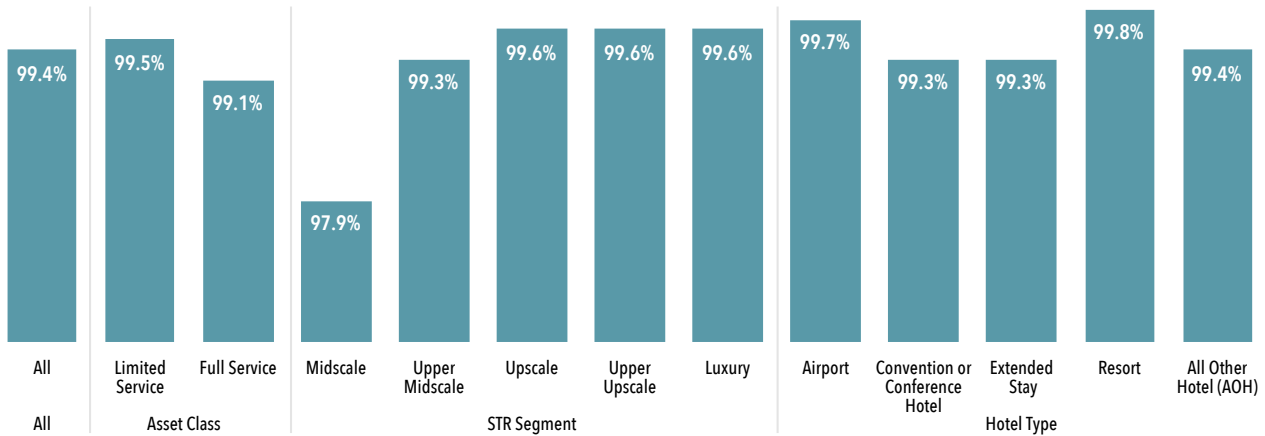


→ MODERN SLAVERY TRAINING

Hotels conducting modern slavery training to equip their staff with basic knowledge to identify and report exploitation is a common practice.

- 99.4% of all hotels report that they train their staff on addressing modern slavery risks. This high prevalence is observed consistently across all hotel categories.

Modern Slavery Training



Policy Feature



Several US states have mandated that hotels implement human trafficking awareness training for staff, including California, Illinois, Connecticut and Florida. These regulations generally require that hotels provide annual training to guest-facing employees on how to identify and prevent such human rights violations. Hotels must also post prescribed signage regarding the National Human Trafficking Hotline.



[No Room for Trafficking](#) (NRFT), a program of the AHLA Foundation, builds on the hotel and lodging industry’s longstanding commitment to eradicate human trafficking. Since 2019, NRFT has united the industry around its collective anti-trafficking efforts to meet the needs of today’s hospitality employers, employees, and the communities they serve.



AHLA Foundation launched the [“No Room for Trafficking” Survivor Fund](#), expanding the hotel industry’s ongoing work to eradicate human trafficking by directing resources towards supporting survivors in the aftermath of their victimization. The NRFT Survivor Fund will provide grants to community-based organizations that engage and support survivors – from direct funding for their crisis and baseline needs through to career-related support that can empower and equip them on their path forward. With this significant investment in survivors’ economic stability, the hotel and lodging industry embodies a best practice approach to eradicating human trafficking and supporting survivors.



→ ACCESSIBILITY

Hotels having facilities and activities that are accessible to persons with physical disabilities and other special needs is a common practice.

- It is heartening to note that all hotels (100%) report having adopted this practice.
- Accessible facilities in hotels may include features such as ramps, wider doorways, elevators with braille and audible signals, and wheelchair-accessible rooms with roll-in showers, grab bars, and adjustable fixtures. These facilities also encompass accessible parking spaces and front desk counters at a height suitable for guests using wheelchairs.

Accessibility to Persons with Special Needs



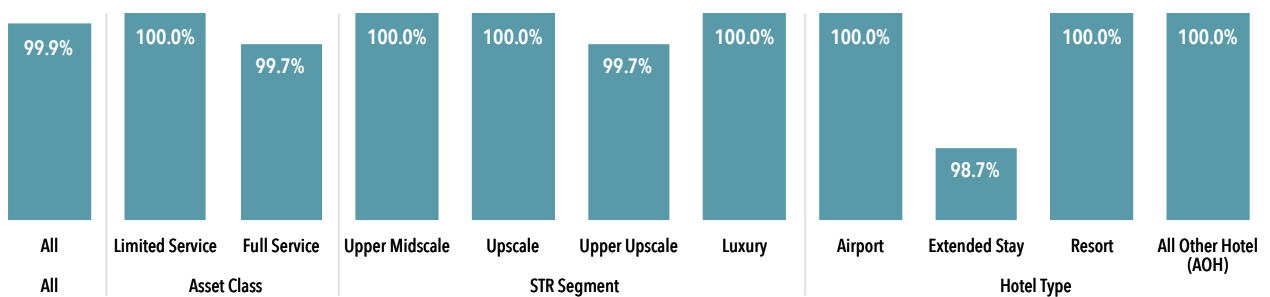
Footnote: Limited Service, Midscale, Upper Midscale, Upscale, Luxury, Airport, Extended Stay, Convention/Conference and Resort segments are excluded from this chart due to insufficient data.

→ COMMUNICATION OF ACCESSIBILITY

Hotels accurately communicating the level of accessibility to their guests through their website and other means is a common practice.

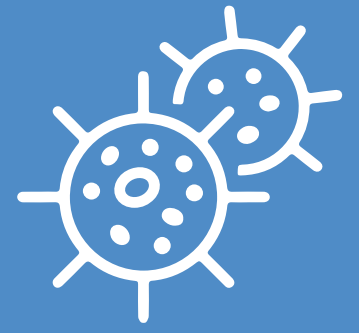
- Virtually all hotels (99.9%) communicate the level of accessibility to their guests.
- A high adoption rate is typically observed regardless of asset class, hotel type and STR chain scale segment.

Communication of Accessibility



Footnote: Midscale and Convention/Conference hotels are excluded from this chart due to insufficient data.

POLLUTION AND BIODIVERSITY



For many destinations, the vitality of their natural environments can directly impact tourism. As such, hotels have both an interest and a responsibility to protect and preserve the natural environment through minimizing pollution and promoting biodiversity conservation. This can be achieved by implementing measures across various facets of their operations. By adopting these practices, hotels can also enhance their appeal to environmentally conscious travelers.

Explore more of this topic through seven best practices.

→ KEY FINDINGS

Common practices

- All hotels (100%) only use low- or zero-VOC paints.
- Virtually all hotels (99.4%) monitor their activities and take action to minimize pollution.
- 85.1% of hotels adopt environmentally friendly pest control practices.
- 83.7% of hotels use green cleaning products with internationally or nationally recognized ecolabels.

Established practice

- About one-third of hotels (32.6%) use native plants in their landscaping and decoration.

Emerging practices

- 22.9% of hotels use environmentally friendly pool water treatment systems.
- 14.7% of hotels participate in initiatives related to biodiversity conservation.

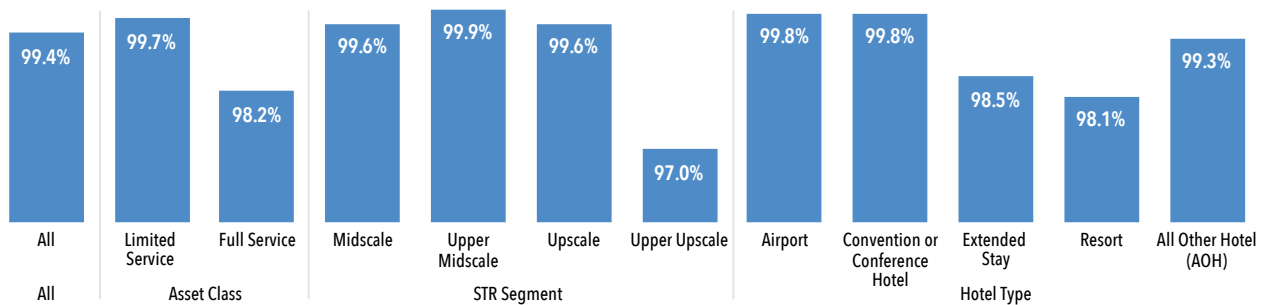


→ MINIMIZE POLLUTION

Hotels monitoring their activities and taking action to minimize pollution and disturbance of natural ecosystems is a common practice.

- Virtually all hotels (99.4%) have taken action to minimize pollution, and this remains consistently high across all categories.
- Upper Upscale hotels stand out with the lowest adoption rate of 97%, which falls slightly below average levels.

Take Action to Minimize Pollution



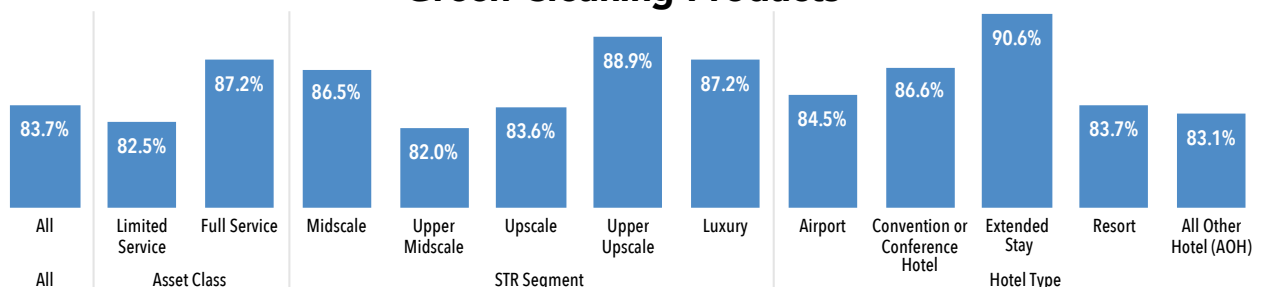
Footnote: Luxury segment is excluded from this chart due to insufficient data

→ GREEN CLEANING PRODUCTS

Hotels using green products for cleaning (with exceptions for heavy soiling) is a common practice.

- 83.7% of all hotels use green cleaning products, with nearly all choosing products with internationally or nationally recognized ecolabels.
- Across all hotel categories, Extended Stay hotels lead the way with high adoption rate of 90.6%.
- Full Service and Upper Upscale hotels follow behind with adoption rates of 87.2% and 88.9% respectively.
- Limited Service (82.5%), Upper Midscale (82%), Upscale (83.6%) and All Other Hotel (AOH) hotels were least likely to use green cleaning products.

Green Cleaning Products



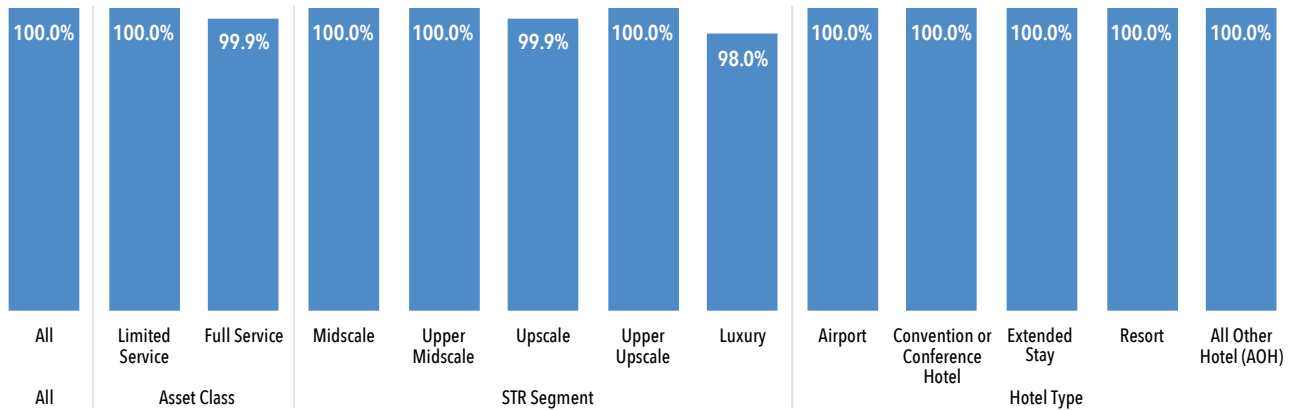


→ LOW-VOC PAINTS

Hotels using only low or zero-VOC paints, finishes and other items for renovations or paint work is a common practice.

- All hotels, regardless of service type, hotel type and STR chain scale segment, demonstrate a strong adoption of this practice, with an average adoption rate of 100%.

Low or Zero VOC Paints



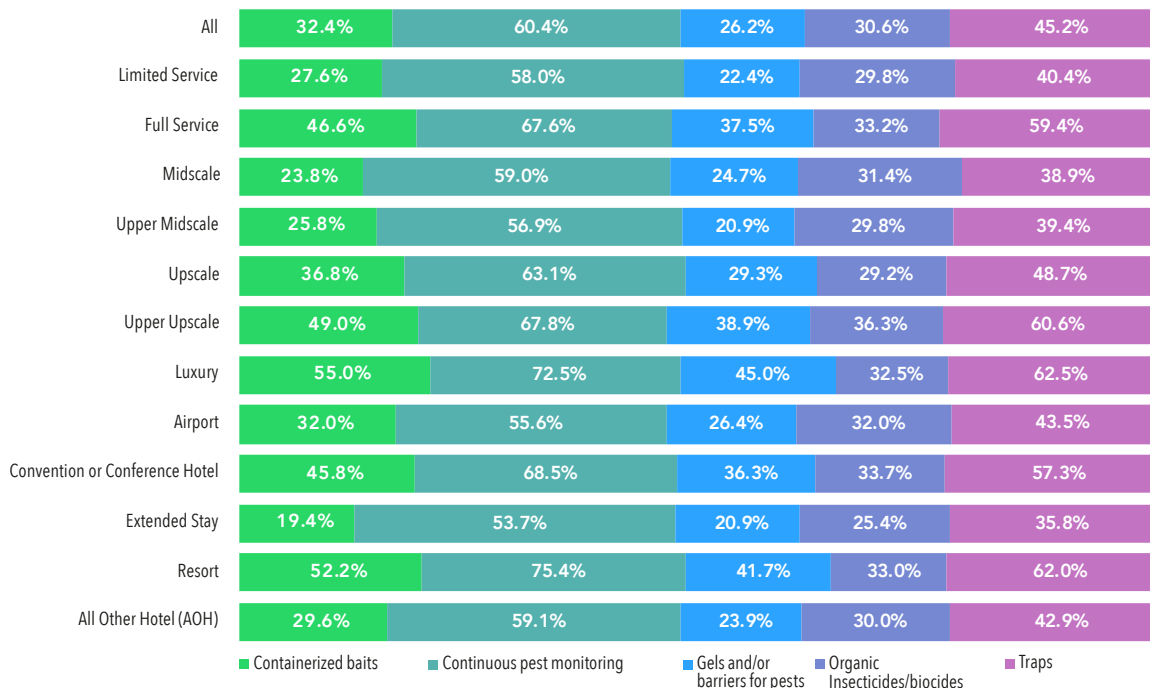


→ ENVIRONMENTALLY FRIENDLY PEST CONTROL

Hotels using environmentally friendly alternatives to pesticides and insecticides is a common practice.

- 85.1% of all hotels use environmentally friendly alternatives to conventional pesticides. These are crucial for preserving the surrounding biodiversity, as they reduce the risk of harming non-target species, such as pollinators, beneficial insects, and aquatic life. These alternatives also help maintain soil health and prevent the contamination of nearby water sources, supporting a healthier ecosystem.
- The majority of Full Service (90.6%), Luxury (97.5%) and Resort (90.6%) hotels have switched to such alternative pesticides.
- On the other hand, Limited Service (83.2%), Upper Midscale (82.8%) and Extended Stay (82.1%) hotels stand out with adoption rates that fall below average, showing that there is room for improvement on this front.
- The most popular alternative pest control option is continuous pest monitoring, with Resort (75.4%) and Luxury hotels (72.5%) performing the best in this practice.
- Traps are the second most common practice among all hotels, with Luxury hotels leading the way at an adoption rate of 62.5%.
- Gels and/or barriers for pests is the least common practice among all hotels (26.2%), although 45% of Luxury hotels report utilizing this pest control option.

Pest Management Approaches



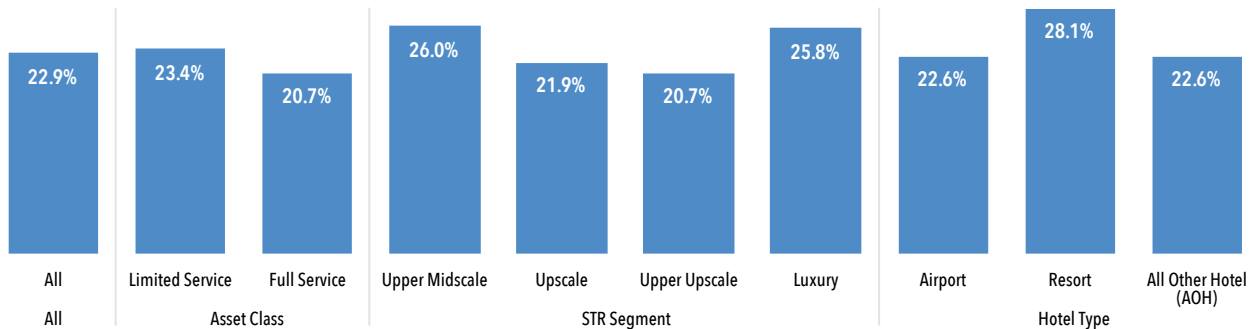


→ ENVIRONMENTALLY FRIENDLY POOL TREATMENT

Hotels using an environmentally friendly pool water treatment system is an innovative practice.

- Slightly over a fifth (22.9%) of all hotels use an environmentally friendly pool water treatment system, showing significant room for education and awareness on this topic. Such water treatment systems minimize the release of harmful chemicals, such as chlorine byproducts, into the environment, reducing water and soil pollution.
- Across the hotel categories, Resort hotels lead the way with an adoption rate of 28.1%. Resorts may be more conscious of minimizing their ecological impact since their locations are often closely tied to natural environments and biodiversity, and they may have multiple swimming pools on the property.
- Full Service and Upper Upscale hotels perform slightly below average with adoption rates of 20.7%.

Environmentally Friendly Pool Water Treatment System



Footnote: Midscale, Extended Stay and Conference/Convention segments are excluded from this chart due to insufficient data.

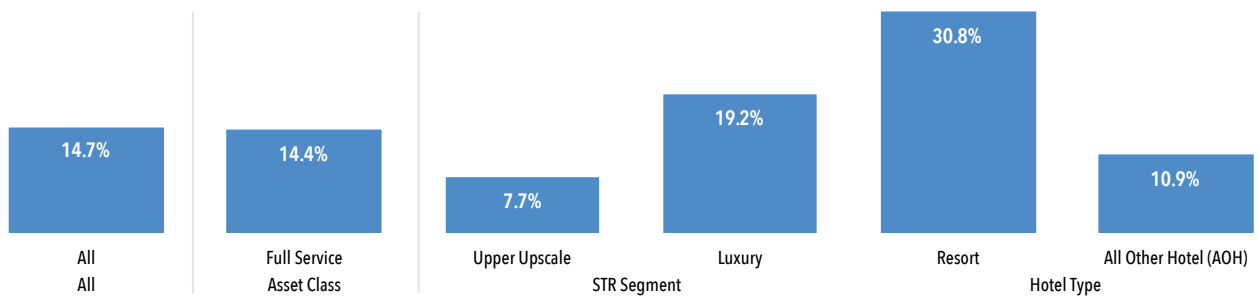


→ BIODIVERSITY CONSERVATION

Hotels participating in initiatives related to biodiversity conservation is an innovative practice.

- Only 14.7% of all hotels report that they participate in biodiversity conservation.
- Resort hotels showed the highest emphasis on biodiversity conservation, at 30.8%. This is followed by Luxury hotels which have an adoption rate of 19.2%. This trend may be due to guest expectations and the hotels’ efforts to uphold their brand reputation.

Biodiversity Conservation Initiatives



Hotel Highlight

ESTANCIA LA JOLLA

In 2023, Estancia La Jolla partnered with its landscaping team and Alveole to create the Apiary and Butterfly Garden, ensuring pollinators can continue their crucial role in sustaining healthy ecosystems despite threats like habitat and biodiversity loss. Informational signage is being installed to educate visitors about the lifecycle and environmental importance of bees and butterflies as native pollinators.



Hotel Highlight

WESTIN FORT LAUDERDALE BEACH RESORT

Situated on the beachfront sites, the Westin Fort Lauderdale Beach Resort is dedicated to preserving the surrounding biodiversity. The resort has taken action to protect local wildlife, including replacing exterior lighting to comply with Florida Sea Turtle Conservancy guidelines, ensuring a safe environment for sea turtles while maintaining a beautiful guest experience.

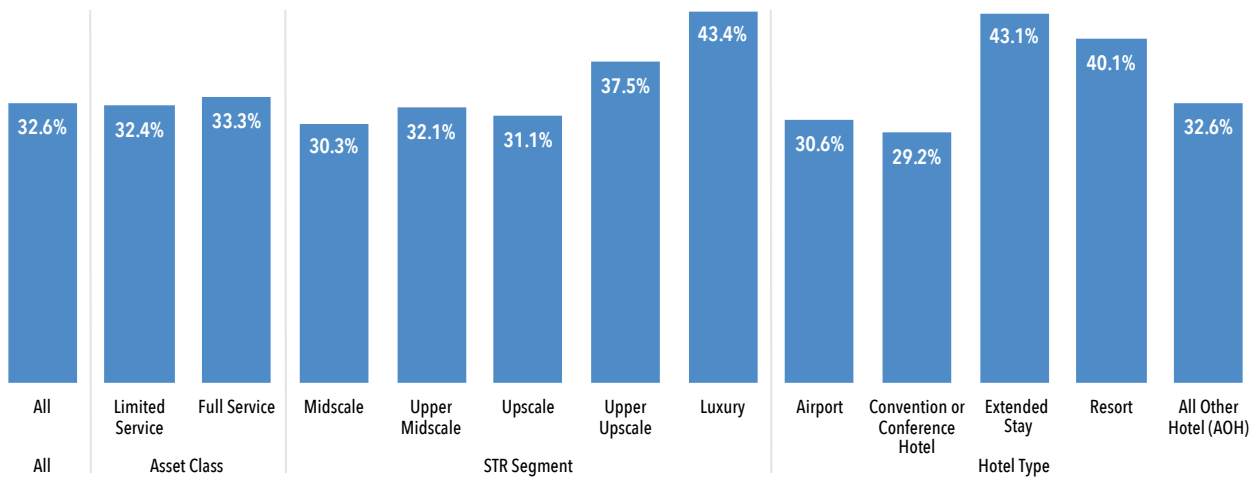


→ NATIVE PLANTS

Hotels using native plants in 76% or more of their landscaping and decoration is an emerging practice.

- 32.6% of all hotels use native plants in more than three-quarters of their landscaping and decoration.
- Luxury (43.4%), Extended Stay (43.1%) and Resort hotels (40.1%) demonstrate the highest adoption rates of this practice. Resorts tend to have extensive land areas and more landscaping needs. Since native plants are well-adapted to thrive in the local climate, there is reduced need for excessive watering and chemical inputs.
- On the other hand, Convention/Conference hotels report the lowest usage of native plants (29.2%).

% Native Plants



RESPONSIBLE CONSUMPTION



Hotels source a vast array of goods and services to support their operations, and by prioritizing responsible consumption, they not only enhance their sustainability efforts but also set a positive example within their supply chain. This commitment to ethical procurement and consumption extends the benefits of sustainable practices beyond the hotel itself, influencing suppliers and partners to adopt more responsible practices and contributing to a broader positive impact on the environment and society. Investigate 11 best practices related to this topic in this chapter.

→ KEY FINDINGS

Common practice

- 85.9% of hotels provide sustainable options for meetings and events.

Established practices

- 70.8% of hotels offer vegetarian menu options.
- 62.6% of hotels source sustainable alternatives for products associated with animal cruelty and biodiversity loss.
- 59.7% of hotels offer vegan menu options.

Emerging practices

- 36.3% of hotels have sustainability requirements for their procurement of goods and services.
- 34.2% of hotels purchase fair trade F&B items.
- About a third (29.3%) of hotels offer farm-to-table dining.
- 28.2% of hotels purchase at least 76% of their eggs from cage-free sources.
- A quarter of hotels purchase F&B items from local providers.

Innovative practices

- 16.9% of hotels purchase sustainable seafood.
- Less than 10% of hotels purchase organic F&B products.

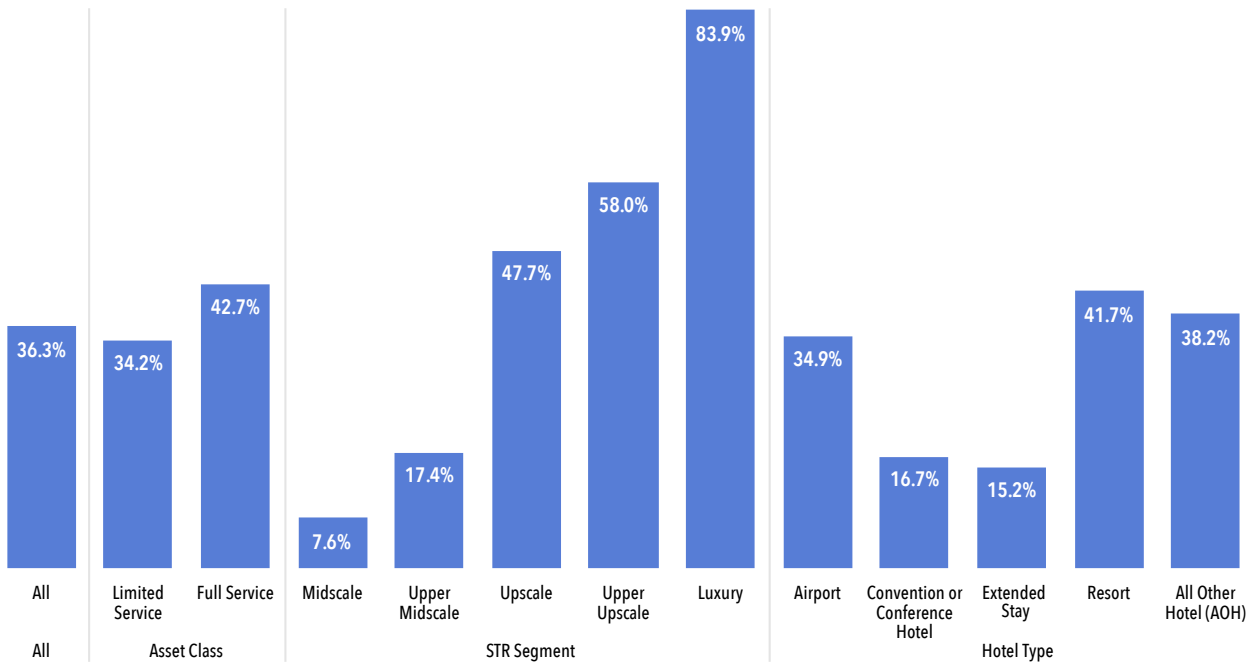


→ SUSTAINABLE PROCUREMENT

Hotels having sustainability requirements for their procurement of goods and services is an emerging practice.

- More than a third (36.3%) of all hotels have sustainability requirements for their procurement of goods and services.
- Higher STR tiers are more likely to have sustainable procurement policies in place. Luxury hotels perform the best by far, exhibiting the highest adoption rate of 83.9%. Upscale and Upper Upscale hotels demonstrate moderate adoption levels, at 47.7% and 58% respectively. Lastly, Midscale hotels are lagging behind with only 7.6% having sustainability requirements in their procurement processes.

Sustainability Requirements for Procurement



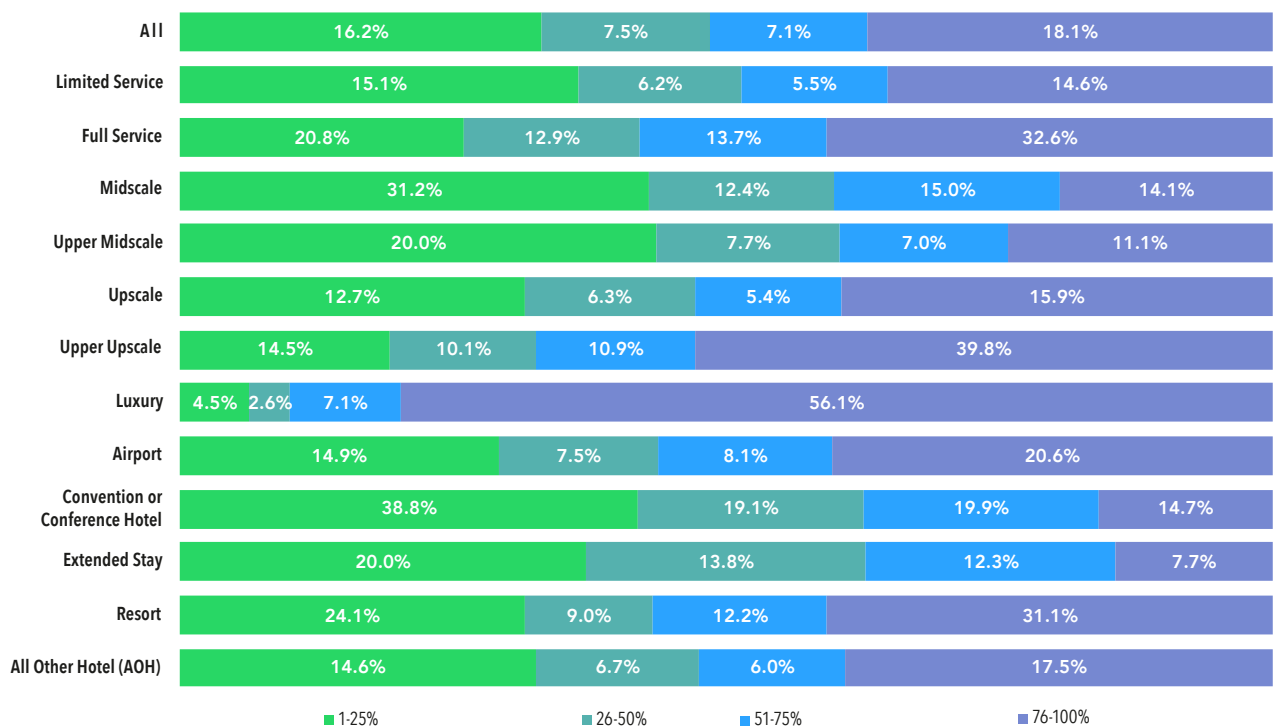


→ LOCAL FOOD & BEVERAGE

Hotels purchasing food and beverage items from local providers (within 400km/250 miles) is an emerging practice.

- A quarter of all hotels purchase at least half of their F&B items from local providers (based on their F&B spending).
- Luxury hotels perform the best, with 56.1% spending more than three-quarters of their F&B budgets on locally-sourced items.
- Upper Upscale (50.7%), Full Service (46.3%) and Resort (43.3%) hotels demonstrate relatively high adoption levels above the average.
- Convention/Conference (34.5%), Midscale (29.1%) and Airport (28.6%) hotels demonstrate moderate adoption levels, performing above average.
- Upper Midscale exhibited low adoption levels of this practice, at 18.1%.
- More than half (51.5%) of all hotels report that they do not source any of their F&B items locally.

% F&B Local Spend



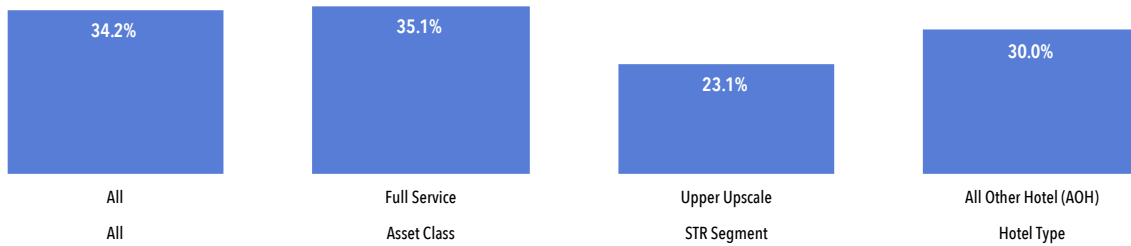


→ FAIR TRADE FOOD & BEVERAGE

Hotels purchasing fair trade food and beverage (F&B) items from non-local providers is an emerging practice.

- 34.2% of all hotels spend more than half of their F&B budgets on fair trade items.

% F&B Fair Trade Spend



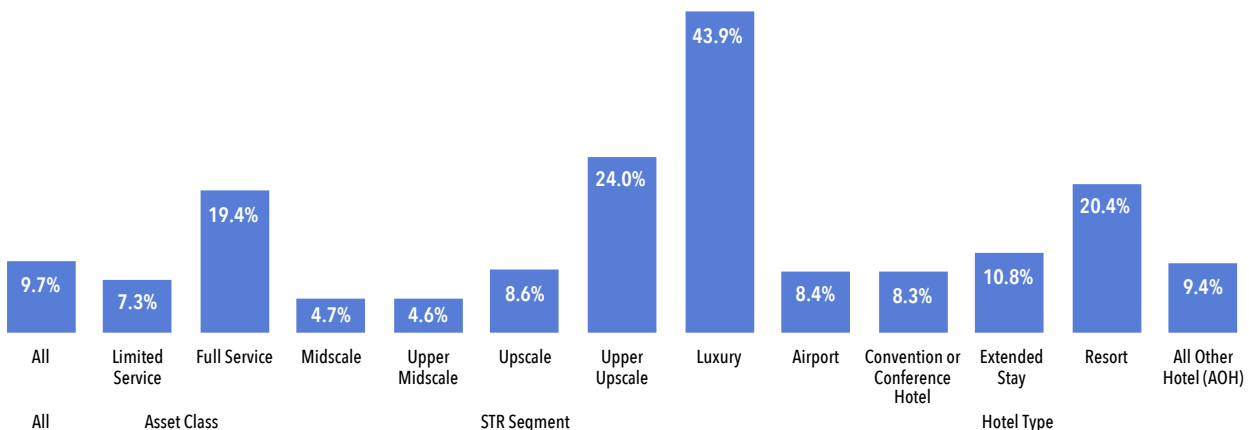
Footnote: Limited Service, Midscale, Upper Midscale, Upscale, Luxury, Airport, Extended Stay, Convention/Conference and Resort segments are excluded from this chart due to insufficient data.

→ ORGANIC FOOD & BEVERAGE

Hotels purchasing organic food and beverage products is an innovative practice.

- 9.7% of all hotels allocate at least half of their F&B budgets towards organic products.
- Luxury hotels demonstrate the highest emphasis on organic F&B items, at 43.9%, followed by Upper Upscale hotels at 24%. This is likely due to customer demand and expectations for high-quality, organic food.
- Resort (20.4%) and Full Service (19.4%) hotels demonstrate moderate adoption levels.
- At the other end of the spectrum, Midscale and Upper Midscale exhibited low adoption levels, at 4.7% and 4.6% respectively.

% F&B Organic Spend



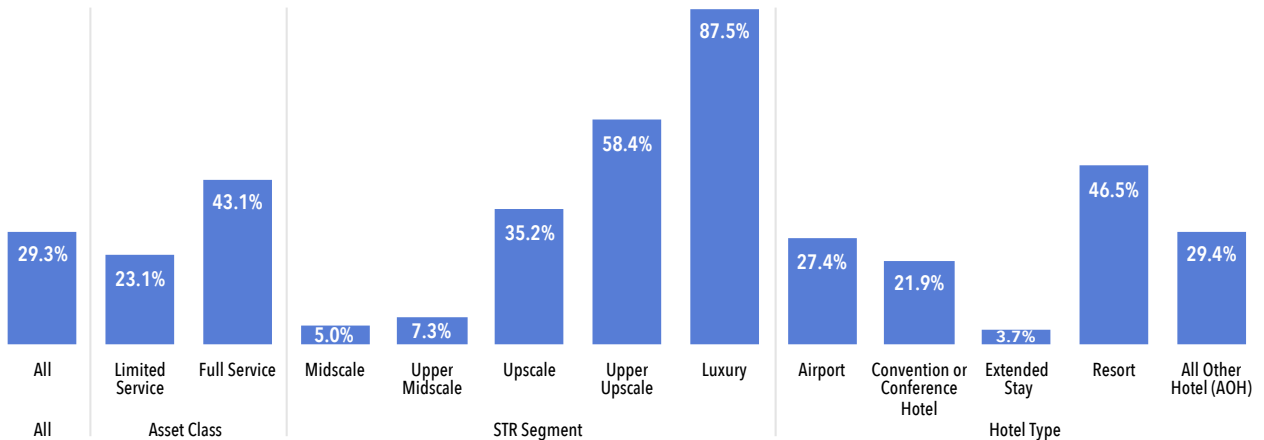


→ FARM-TO-TABLE DINING

Hotels offering farm-to-table dining with goods produced either on-site or by local farms to reduce emissions associated with the transportation of food ingredients is an emerging practice.

- Almost a third (29.3%) of all hotels offer farm-to-table dining, though this fluctuates widely across hotel categories.
- The prevalence of farm-to-table dining steadily increases as we move up the STR segments, whereby Luxury hotels performed the best at 87.5%, followed by Upper Upscale hotels (58.4%). This is aligned to expectations of guest demand and dining budgets.
- Full Service (43.1%), Resort (46.5%) and Upscale (35.2%) hotels demonstrate moderate adoption rates.
- Extended Stay and Midscale hotels are the least likely to offer farm-to-table dining options, at 3.7% and 5% respectively.

Farm to Table Dining



Hotel Highlight

HILTON SALT LAKE CITY CENTER

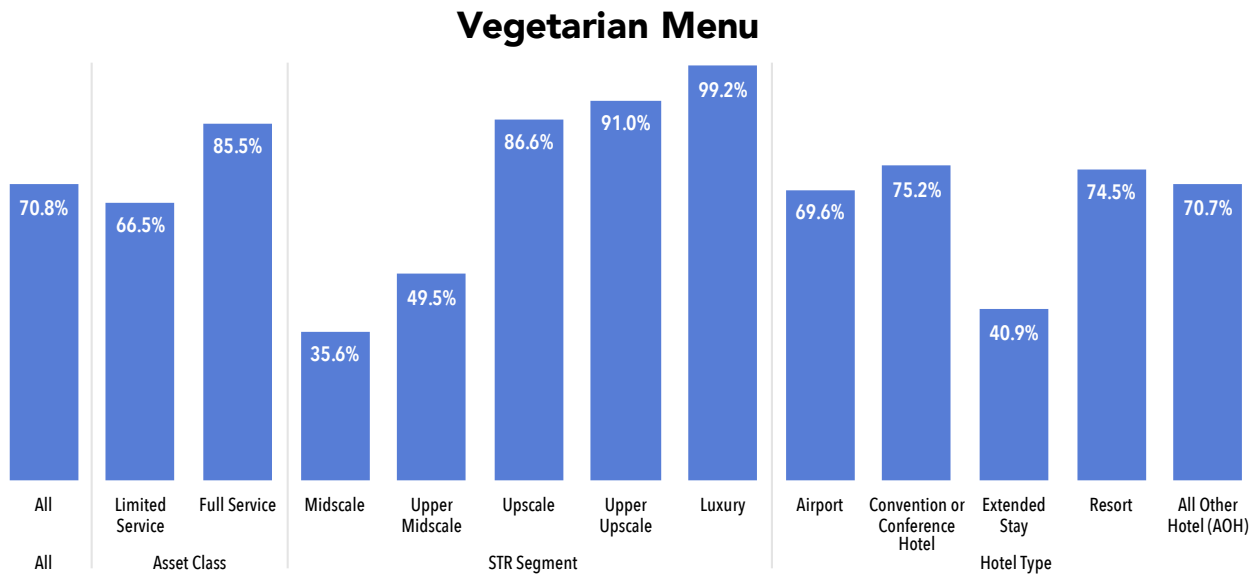
Hilton Salt Lake City Center integrates its beekeeping efforts with broader sustainability and community engagement. The hotel's four rooftop hives house 40,000 bees, producing 12 gallons of raw honey each year. This honey is featured in the hotel's kitchen and cocktail menu. Additionally, the bees pollinate 250 pounds of fresh herbs grown onsite, reducing the hotel's carbon footprint by avoiding 265 pounds of CO2 emissions from honey transport.



→ VEGETARIAN OPTIONS

Hotels offering vegetarian menu options is an established practice.

- 70.8% of all hotels offer vegetarian options on their menus.
- Virtually all Luxury hotels have vegetarian options (99.2%), followed closely by Upper Upscale hotels (91%).
- On the contrary, there is significant room for improvement for Midscale hotels (35.6%) and Extended Stay hotels (40.9%).



Hotel Highlight

ROSEWOOD MANSION ON TURTLE CREEK

Rosewood Mansion on Turtle Creek’s The Mansion Restaurant goes beyond offering vegetarian options by featuring a full five-course vegetarian tasting menu. Crafted by Executive Chef Charles Olalia, the menu showcases fresh, locally sourced ingredients with bold flavors, reflecting the hotel’s commitment to responsible consumption and sustainability through refined, contemporary American cuisine with French influences.



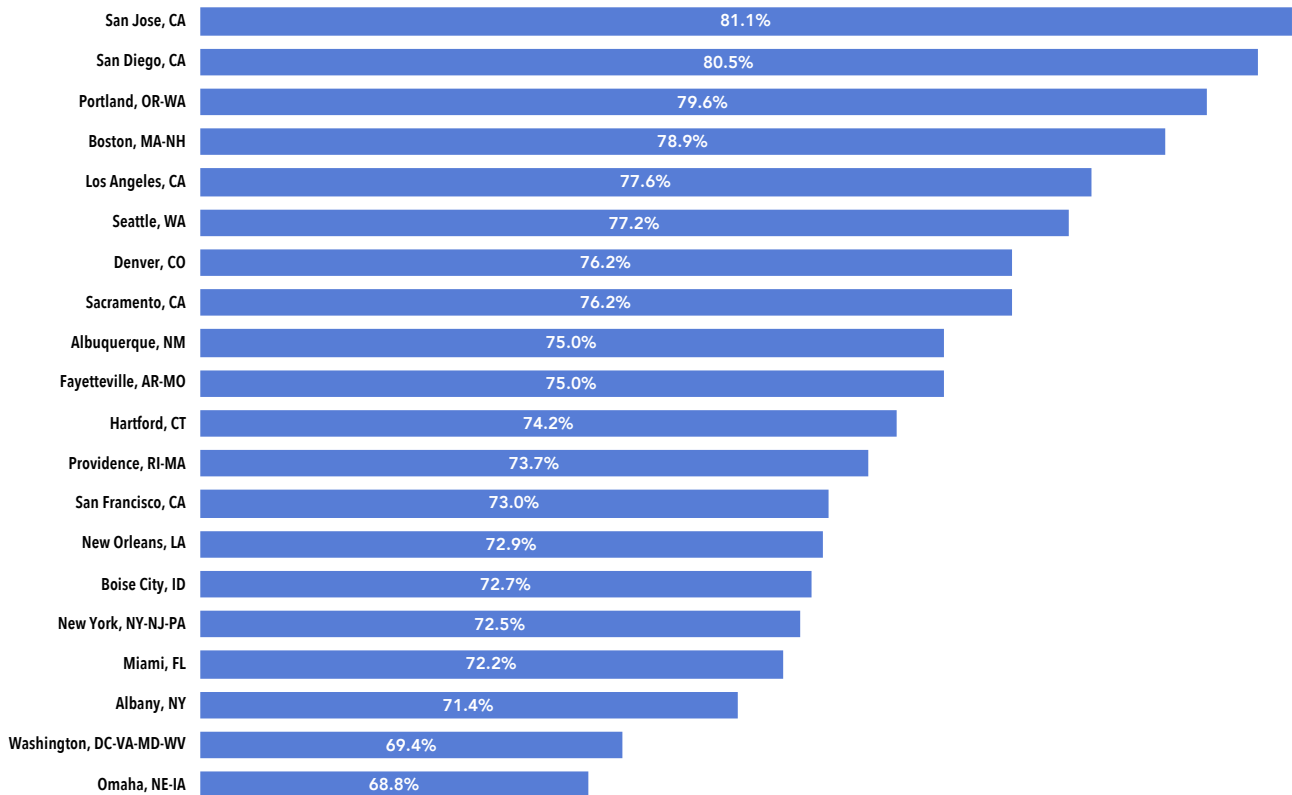


→ VEGAN OPTIONS

Hotels offering vegan menu options is an established practice.

- 59.7% of all hotels offer vegan options on their menus, though this varies widely across hotel categories.
- Luxury hotels perform exceptionally well on this front, with 100% of hotels offering vegan options. Higher tiers of STR segments are increasingly likely to offer vegan F&B options, with Upper Upscale (86.7%) and Upscale (76%) hotels reporting above-average adoption levels.
- On the other hand, Midscale hotels (24.2%) and Extended Stay (30.3%) hotels were least likely to have vegan options on their menus.
- Top metro areas: San Jose, CA (81.1%), San Diego, CA (80.5%), Portland, OR-WA (79.6%)

Vegan Menu



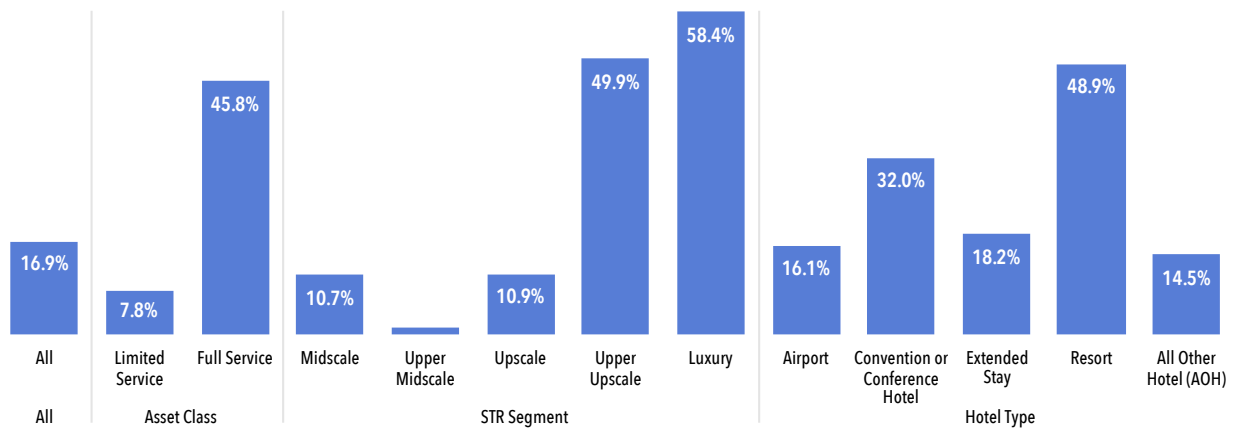


→ SUSTAINABLE SEAFOOD

Hotels purchasing sustainable seafood is an innovative practice.

- Only 16.9% of all hotels purchase at least half of their seafood from certified sustainable sources (based on spending).
- Luxury hotels are most likely to emphasize sustainable seafood, with 58.4% of hotels looking to certified sustainable sources.
- Upper Upscale (49.9%), Resort (48.9%) and Full Service (45.8%) hotels also demonstrated relatively high adoption levels, well above the average.
- However, this is much less prevalent in Limited Service and Upper Midscale hotels (7.8% and 1.3% respectively). This could be due to cost considerations and the availability of sustainably-certified seafood in various markets.
- Across all hotels, 12.1% purchase at least 76% of their seafood from certified sustainable sources. On the other hand, 80.7% report not purchasing any sustainable seafood at all.

% Certified Sustainable Seafood Spend



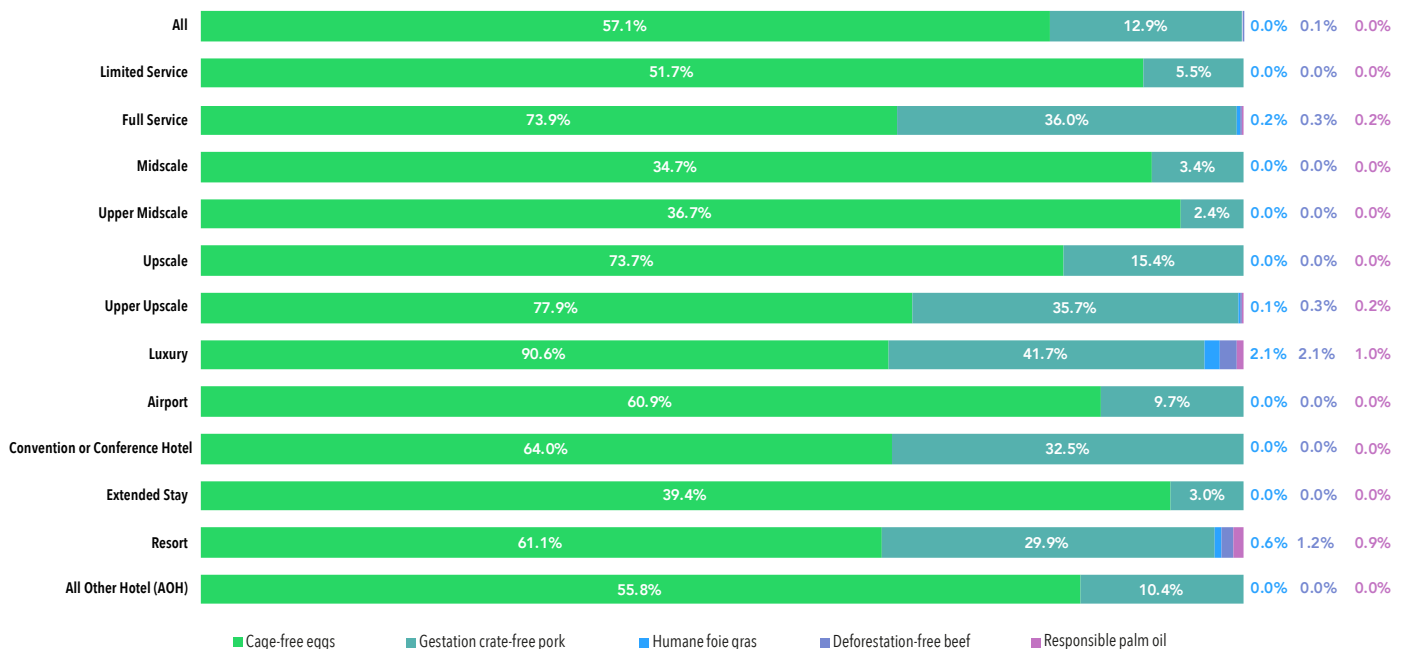


→ SUPPORTING SUSTAINABLE ALTERNATIVES

Hotels sourcing sustainable alternatives for products associated with animal cruelty and biodiversity loss is an established practice.

- 62.6% of all hotels take action to source sustainable alternatives for such products.
- Hotels in the higher STR tiers generally prioritized this more. Luxury hotels strongly support such responsible procurement practices, with 96.9% of hotels adopting this practice. Upper Upscale and Upscale hotels also perform well, exhibiting adoption levels of at least 80%.
- However, there is room for improvement for Midscale, Upper Midscale and Extended Stay hotels stand out, as less than 40% of these hotels source sustainable alternatives.
- Across the various product types, sourcing cage-free eggs is the most commonly adopted practice, which is done across 57.1% of all hotels. Luxury hotels demonstrate the highest adoption rates for this practice, at 90.6%.
- Next, gestation crate-free pork is the second most common practice across hotels, with 12.9% of all hotels prioritizing this in their procurement. Similarly, Luxury hotels lead the way, demonstrating an adoption rate of 41.7%.
- Deforestation-free beef, humane foie gras and responsible palm oil are still innovative practices, procured by less than 1% of hotels. This shows that more awareness is needed on the impacts of items like beef, foie gras and palm oil.

Alternatives for Products Associated with Animal Cruelty and Biodiversity Loss



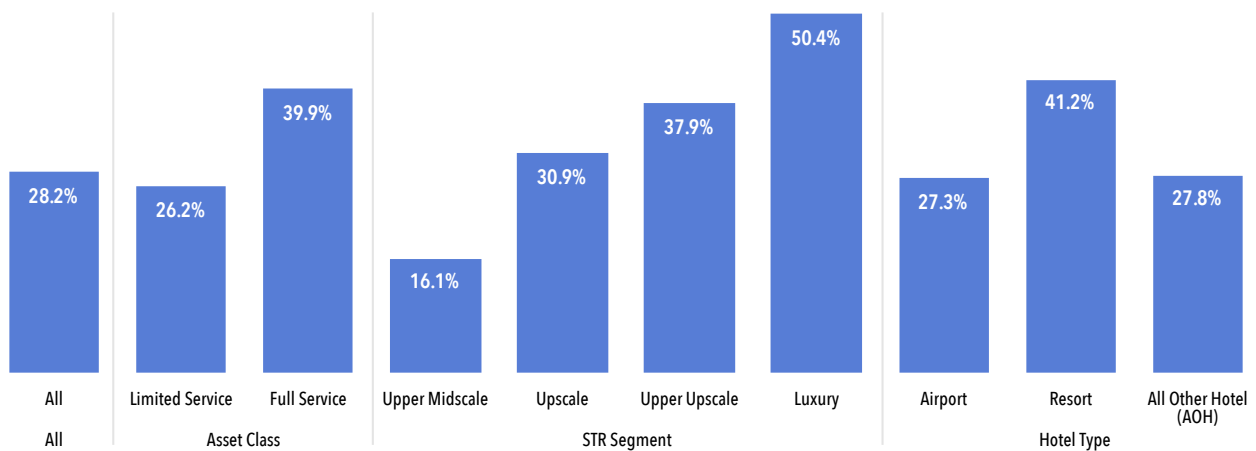


→ CAGE-FREE EGGS

Hotels purchasing at least three-quarters of their eggs from cage-free sources is an emerging practice.

- Only 28.2% of hotels purchase at least three-quarters of their eggs from cage-free sources.
- Across all hotel categories, Luxury hotels are leading the pack, with half of them purchasing cage-free eggs.
- Full Service hotels outperform Limited Service hotels, with adoption rates of 39.9% and 26.2% respectively.
- Procurement of cage-free eggs is least common among Upper Midscale hotels, whereby only 16.1% have done so.

% Cage-free Eggs



Footnote: Midscale, Extended Stay and Convention/Conference segments are excluded from this chart due to insufficient data.

Policy Feature

There have been legislative developments in several U.S. states on farm animal welfare standards. From 2025 onwards, all eggs produced and sold in Arizona, Michigan and Colorado must come from cage-free hens. Similar laws are already in place in California and Massachusetts.



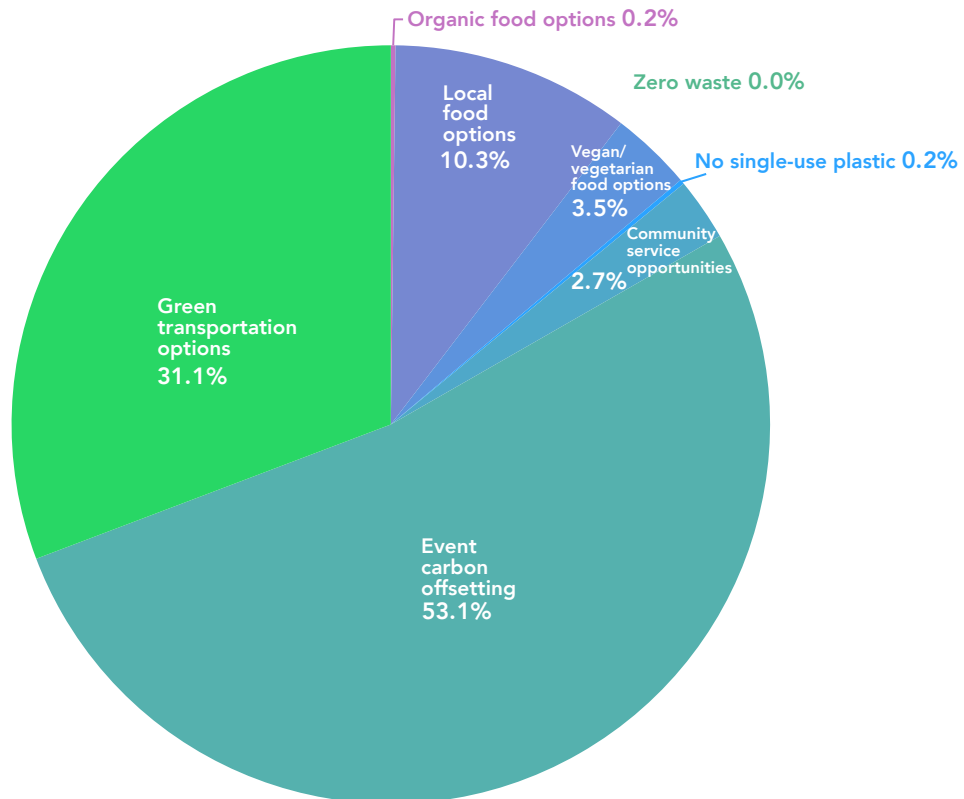


→ SUSTAINABLE MEETINGS

Hotels providing sustainable options for meetings and events is a common practice.

- 85.9% of all hotels provide sustainable options for meetings and events.
- Luxury and Upper Upscale hotels are most likely to offer such sustainable meeting options, at 99.2% and 95.5% respectively.
- Upscale (93.5%), Full Service (92.2%) and Airport hotels (91.1%) also demonstrated relatively high adoption levels, performing well above average.
- However, only 55.0% of Midscale hotels offer such meeting options, which may be attributed to low customer demand.
- The most popular option provided for sustainable meetings and events are event carbon offsetting (53.1%) and green transportation (31.1%).

Sustainable Options Provided



WASTE MANAGEMENT



Waste and Recycling

Increasing waste diversion, recycling, and reducing food waste helps hotels significantly reduce their environmental impact, minimize landfill waste, and conserve natural resources. Implementing these practices can also yield cost savings while demonstrating a strong commitment towards waste minimization to guests.

Single-Use Plastic

Single-use plastics are highly visible and have become a hot button issue in recent years. While plastics offer undeniable utility, their excessive use generates waste that pollutes the environment and harms biodiversity. Recognizing this, many hotel companies have begun scrutinizing their use of single-use plastics, eliminating unnecessary items, and replacing others with more sustainable alternatives.

Read more about 15 best practices related to responsible waste management in this chapter.

→ KEY FINDINGS

Common practices

- Virtually all hotels (99.9%) have replaced mini toiletry bottles with refillable amenity dispensers.
- 98.6% of hotels do not provide certain single-use plastic (SUP) items.
- 98.1% of hotels have implemented alternatives to SUP water bottles.
- 91.2% of hotels donate leftover usable bathroom amenities.
- 83.5% of hotels have a waste reduction plan.
- 80.6% of hotels have a recycling program in back-of-house (BOH) areas.
- 3 out of 4 hotels have a recycling program for guestrooms and front-of-house (FOH) areas.

Established practices

- 63.9% of hotels divert 76% or more of their food waste.
- 60.5% of hotels engage suppliers to minimize waste.

Emerging practices

- 45.4% of hotels report that they divert their food waste.
- 32% of hotels eliminated garbage bags for in-room bins.
- A third of hotels have conducted a solid waste assessment within the past three years.

Innovative practices

- 13.5% of hotels eliminated guest facing single-use plastic (SUP).
- Less than 1% of hotels track the amount of waste they discard.
- Less than 1% of hotels track the amount of recyclables.

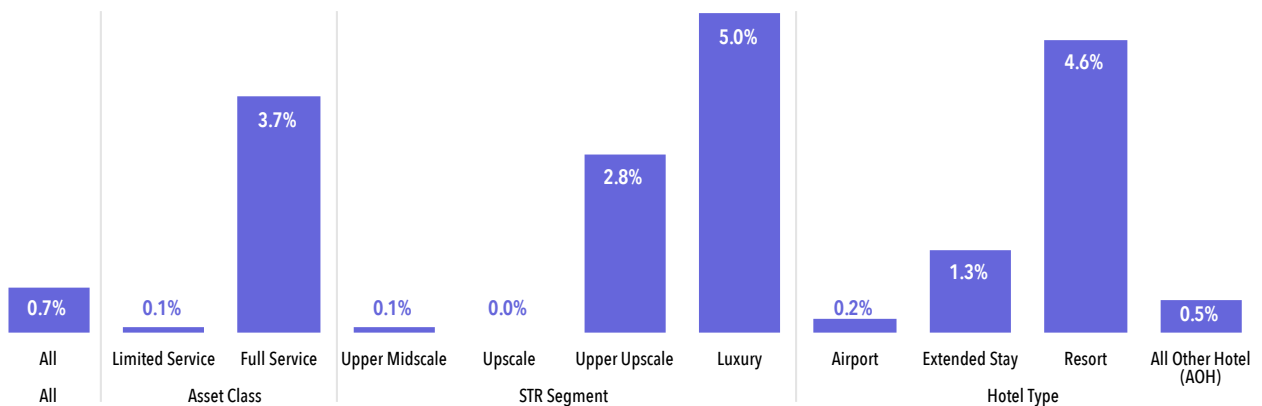


→ WASTE TRACKING

Hotels tracking the amount of waste they discard through landfill, incineration and other disposal options is an innovative practice.

- Less than 1% of all hotels track the amount of waste they discard.
- Of those that do track their waste volumes, the vast majority (99%) report that they only track their waste sporadically. This shows that there is significant potential for improvement. Waste tracking provides a clear understanding of the types and quantities of waste produced, serving as the first step in identifying areas for implementing strategies to reduce waste generation. By monitoring waste streams, businesses can set measurable reduction goals, optimize resource use, and lower disposal costs, ultimately contributing to more sustainable operations.
- Luxury, Upper Upscale and Resort hotels demonstrate stronger waste tracking practices, performing above the average adoption levels.

Waste Tracking



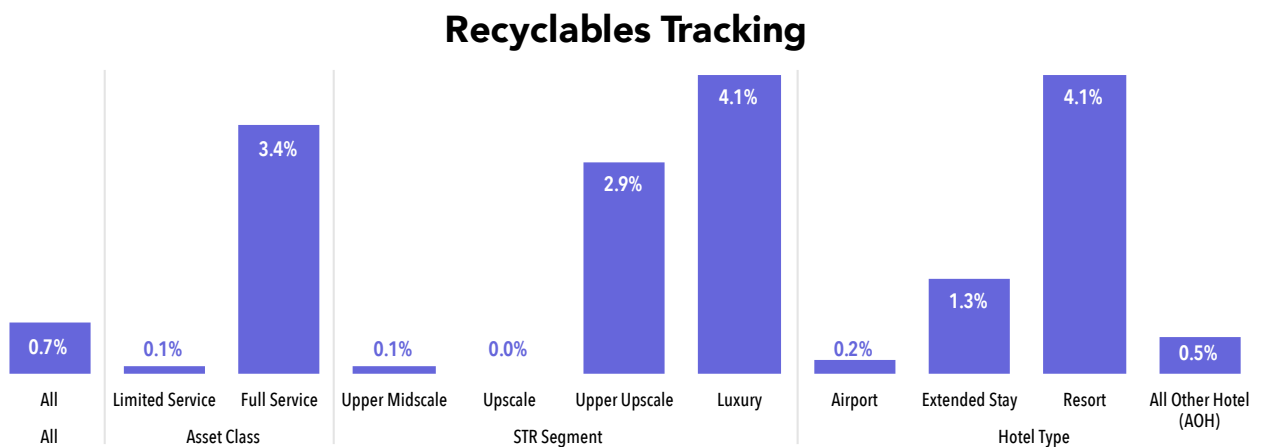
Footnote: Midscale and Convention/Conference segments are excluded from this chart due to insufficient data.



→ RECYCLABLES TRACKING

Hotels tracking the amount of recyclables is an innovative practice.

- Similar to waste tracking, less than 1% of all hotels report tracking the amount of recyclables.
- Luxury and Resort hotels are doing slightly better than their counterparts, with 4.1% reporting that they track the amount of recyclables collected on their premises.
- Of those that do track their recyclables, the majority (99%) of all hotels only track this sporadically or on an ad-hoc basis, revealing that more awareness and action is needed in this area. Tracking the volume of recyclables enables hotels to assess the effectiveness of their recycling programs, improve sorting practices, and properly channel them to recycling facilities.



Footnote: Midscale and Convention/Conference segments are excluded from this chart due to insufficient data.

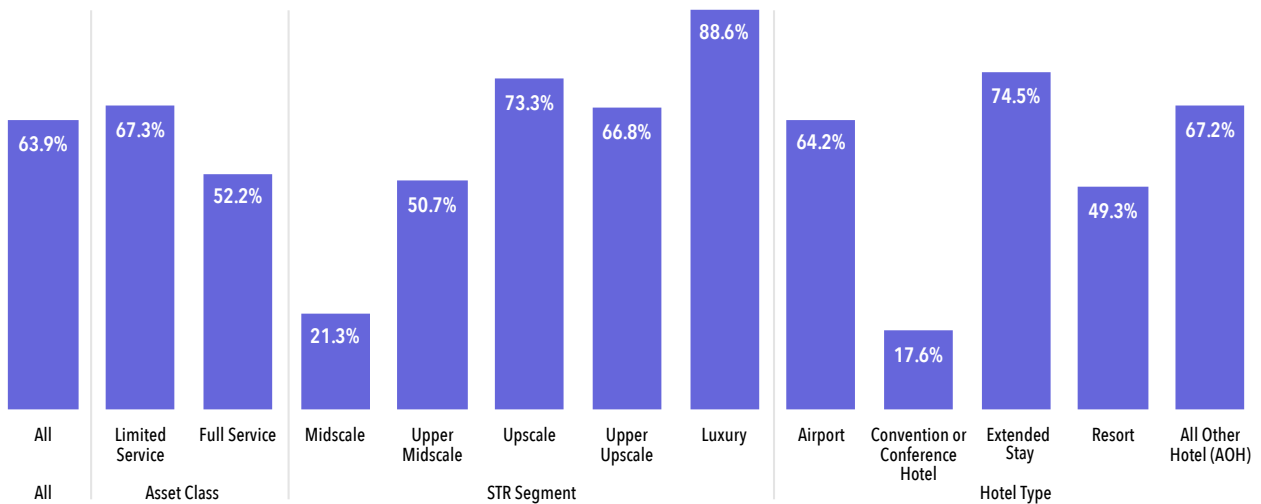


→ FOOD WASTE DIVERSION

Hotels diverting at least three-quarters of their food waste is an established practice.

- 63.9% of all hotels divert at least three-quarters of their food waste from landfill, incineration and other disposal options.
- Luxury hotels lead the way with 88.6% of hotels diverting most of their food waste. This is followed by Extended Stay and Upscale hotels, whereby about three-quarters do so.
- On the other hand, Midscale and Convention/Conference hotels demonstrate low adoption levels of 21.3% and 17.6% respectively. In particular, Convention/Conference hotels stand to benefit greatly from food waste diversion because large MICE events often result in significant amounts of surplus food and organic waste. Diverting such waste types can help these hotels to reduce their environmental impact and lower disposal costs, aligning with the growing expectations of event organizers and attendees for environmentally responsible practices.

% Food Waste Diverted



Hotel Highlight

HILTON ORLANDO LAKE BUENA VISTA

The Hilton Orlando Lake Buena Vista reduces food waste through two initiatives: a cooking oil recapture program and a wet waste collection program. About 1,400 lbs of cooking oil are recycled biweekly, with 50% reused. Additionally, 10,000-15,000 lbs of food scraps are composted monthly at Walt Disney World Park, diverting waste from landfills and supporting park landscaping. The hotel also partners with the Second Harvest Food Bank of Central Florida, where unused foods are donated to those in need.

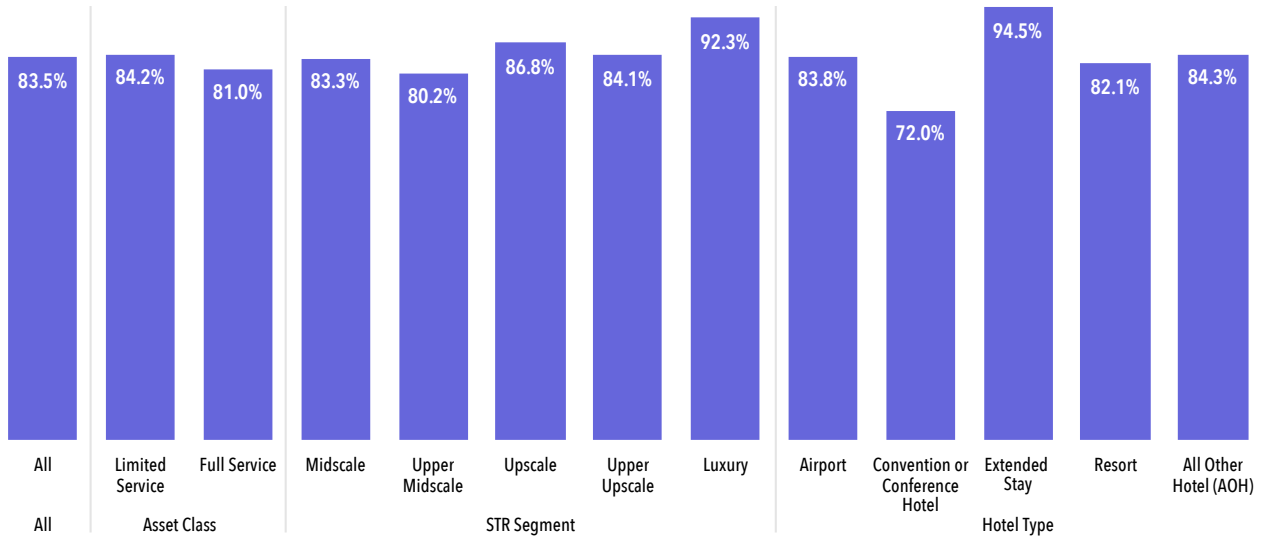


→ WASTE REDUCTION PLAN

Hotels putting in place a waste reduction plan to reduce waste (with actions, roles and responsibilities defined) is a common practice.

- 83.5% of all hotels have implemented a waste reduction plan.
- Extended Stay and Luxury hotels lead the way, with high adoption levels of 94.5% and 92.3% respectively.
- Convention/Conference hotels stand out with the lowest adoption rate at 72%, well below the average.

Action Plan to Reduce Waste



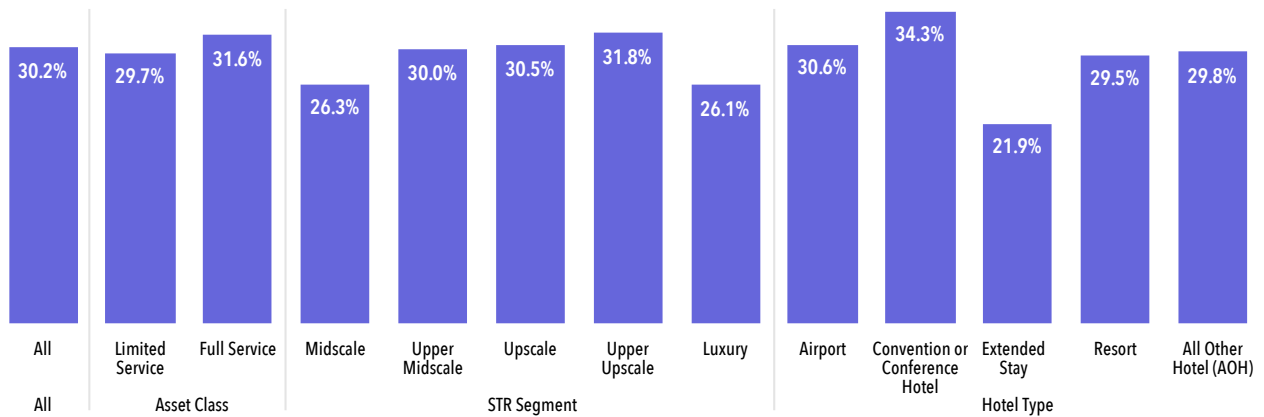


→ SOLID WASTE ASSESSMENT

Hotels conducting a solid waste assessment, or a waste audit, within the past three years is an emerging practice.

- About a third (30.2%) of hotels have conducted a waste assessment within the past three years, showing that the industry would benefit from more awareness of this practice. Waste audits help hotels to analyze the types, quantities, and sources of waste they generate. This serves to identify areas where waste can be reduced, recycled, or better managed, enabling the hotel to cut disposal costs, improve operational efficiency, and meet sustainability targets.
- Convention/Conference hotels are most likely to have conducted waste audits, with 34.3% reporting that they have done so. This is closely followed by Luxury hotels (31.8%) and Full Service hotels (31.6%).
- Limited Service, Midscale and Resort hotels fall slightly below average.
- Of note, only about a quarter of Luxury hotels (26.1%) have conducted recent waste audits. However, of the Luxury hotels who have done so, about a third engaged an external party with technical expertise to conduct their audits (8%).

Solid Waste Assessment for Past 3 Years



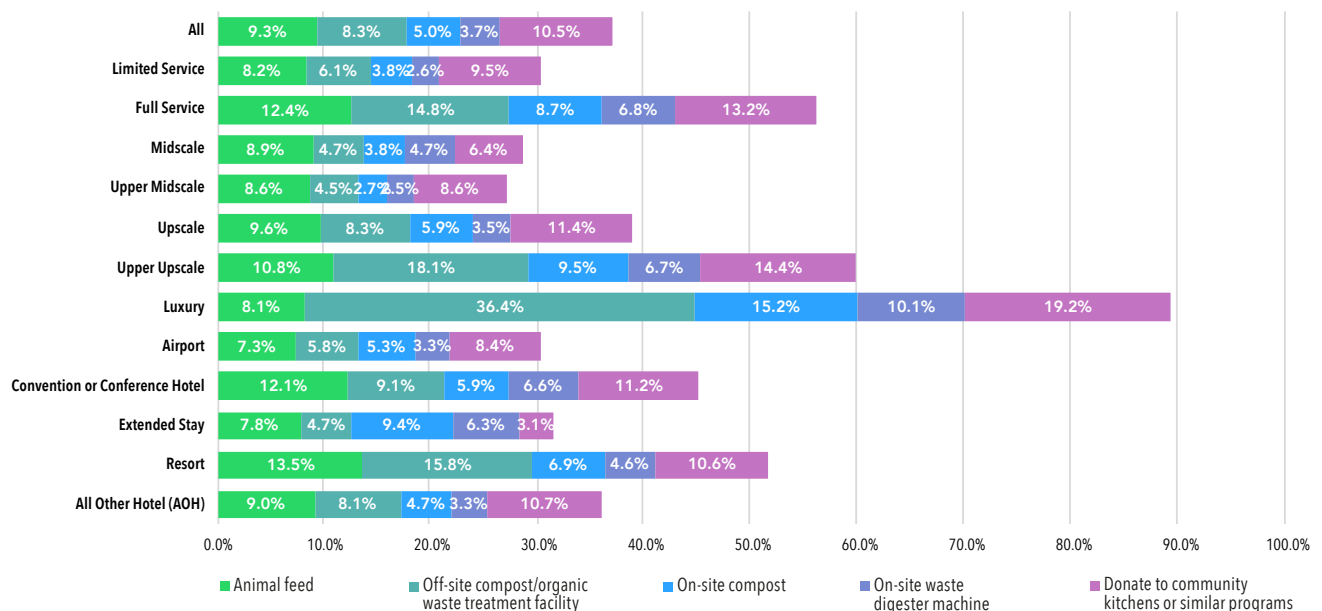


→ FOOD WASTE DIVERSION METHODS

Hotels diverting their food waste is an emerging practice.

- Less than half (45.4%) of all hotels report that they divert their food waste through various means.
- The adoption rates for this practice steadily increase across STR chain scale segments, from Midscale to Luxury hotels. Luxury hotels are most likely to divert their food waste, with 79.8% of hotels adopting this practice.
- Full Service hotels (71.6%) are twice as likely to divert their food waste, compared to Limited Service hotels (36.3%).
- Convention/Conference and Resort hotels demonstrate moderate levels of adoption, at 67.3% and 61.9% respectively.
- In terms of how the food waste is diverted, donating food to community kitchens or similar programs is the most popular option, with 10.5% of hotels adopting this practice, and Luxury hotels leading in this aspect (19.2%).
- Repurposing food waste as animal feed is another common option, done by 9.3% of all hotels. Resort hotels show the highest adoption rate of 13.5%.
- In contrast, installing an on-site food waste digester is the least popular, with an average adoption rate of only 3.7%. This may be due to space constraints in hotels.
- Top performing metro areas: San Francisco, CA (81.5%), San Diego (72.5%), San Jose, CA (72.1%)

Food Waste Diversion Methods

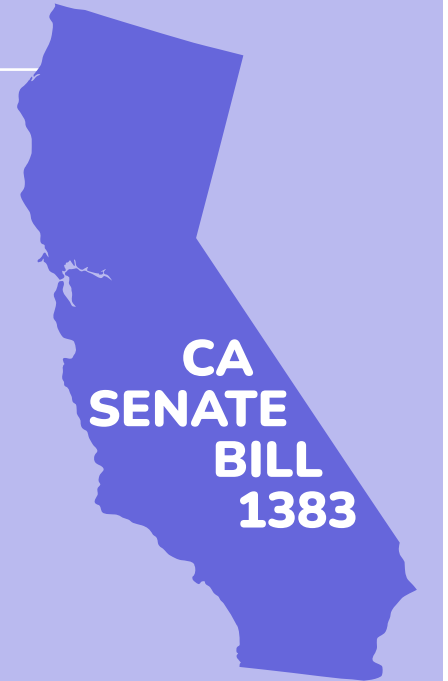




Policy Feature

California's Short-Lived Climate Pollutant Reduction Law (SB 1383) aims to reduce emissions of short-lived climate pollutants such as methane, hydrofluorocarbons (HFCs) and black carbon. It has established 2025 targets to reduce the amount of organic waste disposed of in landfills by 75%, and to redirect at least 20% of edible food which is currently thrown away to people in need.

Since 2022, businesses have also been required to collect and recycle organic waste. Businesses must provide collection containers for organic waste and recyclables in all areas where disposal containers are provided for customers, except in restrooms. Large food waste generators are also required to donate surplus edible food, including hotels with on-site food facilities and 200+ rooms.



HOTEL | KITCHEN

World Wildlife Fund (WWF) and the American Hotel and Lodging Association (AHLA), with support from The Rockefeller Foundation, came together to work with the hospitality industry on understanding and reducing food waste. Through research and a series of demonstration projects with properties across the country, innovative strategies were identified to engage staff, partners and guests in cutting waste from hotel kitchens.

Participating hotels saw reductions of 10-38% in just 12 weeks. If this scaled across the industry – it would eliminate half a million tons of waste within a year.

This toolkit provides the background, tools and resources a property of any size needs to:

- [PREVENT](#) food waste from occurring at their properties;
- [DONATE](#) what cannot be prevented but is still safe for people to eat; and
- [DIVERT](#) the rest away from landfills.

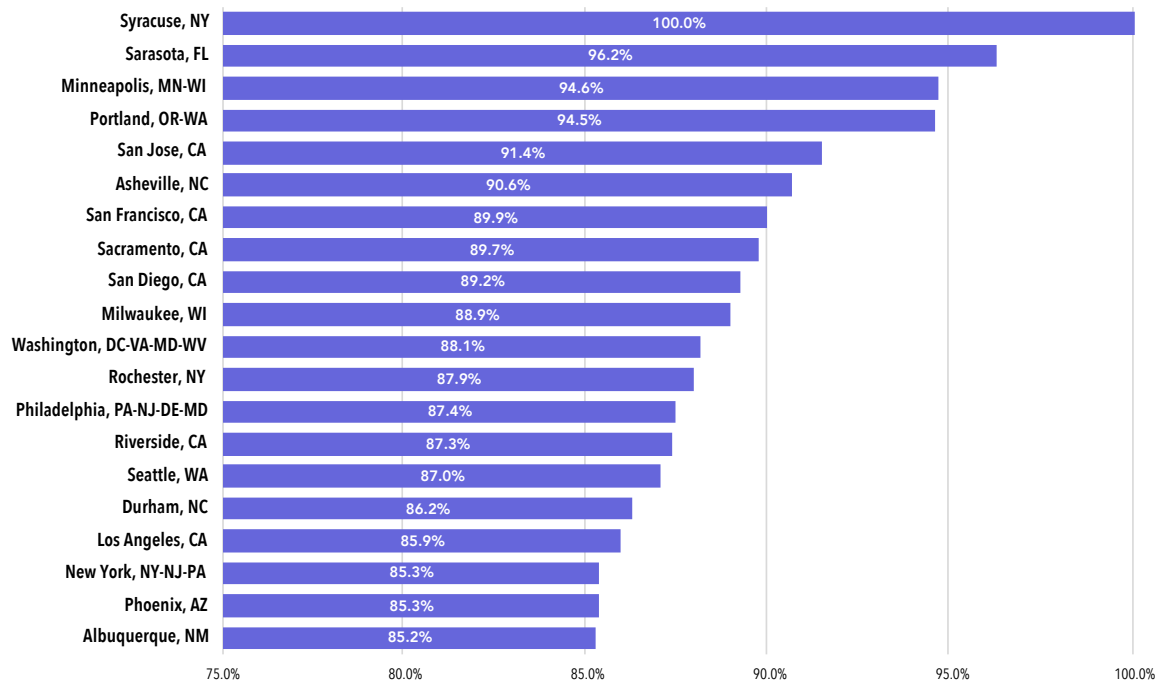


→ RECYCLING PROGRAM IN GUESTROOMS AND FRONT-OF-HOUSE (FOH)

Hotels operating an effective recycling program for guestrooms and FOH areas is a common practice.

- Three-quarters (75.8%) of all hotels have a recycling program for guestrooms and FOH areas.
- Luxury and Upscale hotels have strong recycling programs, with high adoption levels of 88% and 85.7% respectively.
- The adoption rate of this practice is largely similar across service types and hotel types, except for Midscale, Upper Midscale and Convention/Conference hotels, which performed below average levels.
- Top performing metro areas: Syracuse, NY (100%), Sarasota, FL (96.2%), Minneapolis, MN-WI (94.6%)

Recycling Program in Guestrooms and FOH Metro Area Ranking



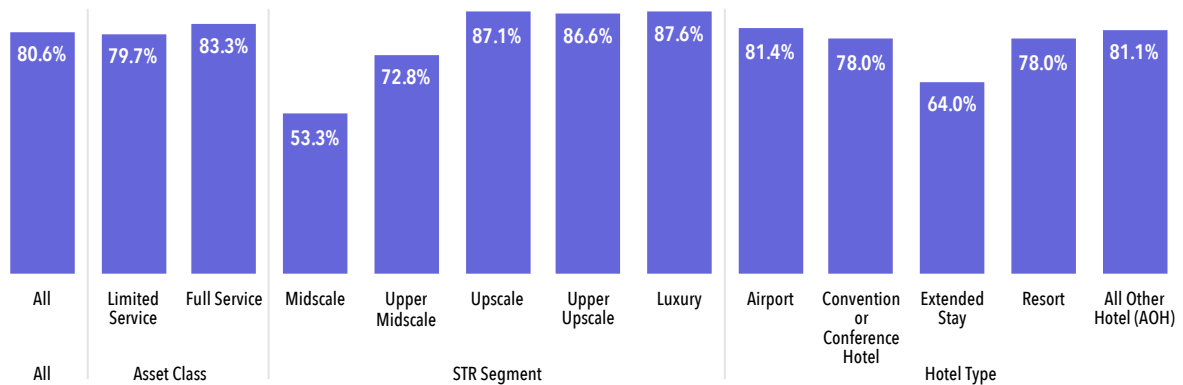


→ RECYCLING PROGRAM IN BACK-OF-HOUSE (BOH)

Hotels operating an effective recycling program in BOH areas is a common practice.

- 80.6% of all hotels have an effective recycling program in BOH areas.
- The prevalence of BOH recycling programs is largely similar across service types, hotel types and STR segments, hovering around the average adoption rate. However, the exceptions are Midscale (53.5%), Upper Midscale (72.8%), and Extended Stay (64%) hotels, which show below-average adoption levels.

Recycling Program in BOH



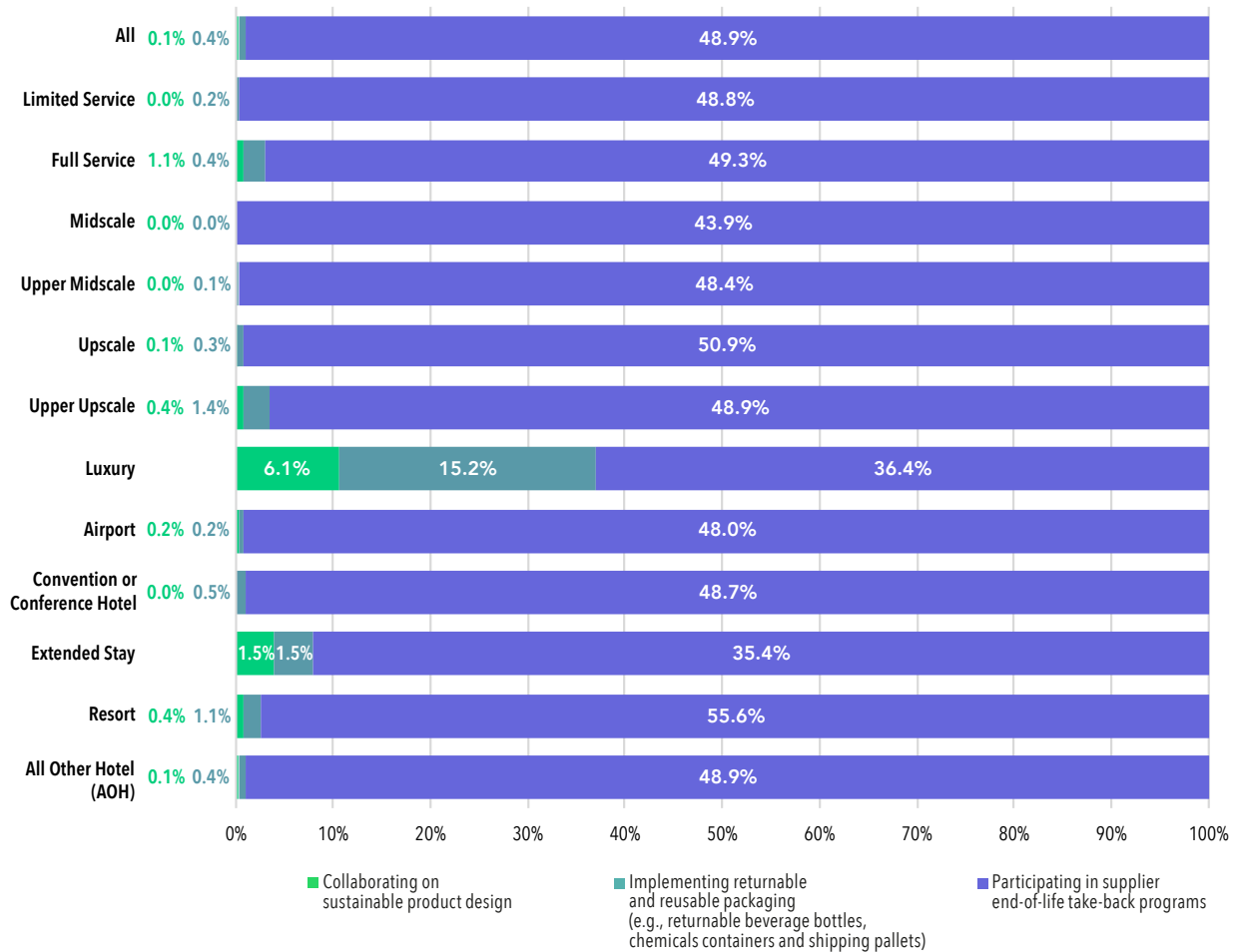


→ SUPPLIER COLLABORATION TO MINIMIZE WASTE

Hotels working with suppliers to minimize waste is an established practice.

- 60.5% of all hotels work with suppliers to reduce waste.
- In terms of options to reduce waste, the most popular option for hotels is to participate in supplier end-of-life take-back programs (48.9%). Resort hotels demonstrate the highest adoption rate of this practice, at 55.6%.
- However, other options to minimize waste in the supply chain have garnered less traction. There is limited adoption overall for returnable and reusable packaging (<1%) and sustainable product design (<1%). Nonetheless, Luxury hotels lead the way in these two areas, with adoption levels of 15.2% and 6.1% respectively.

Work with Suppliers to Minimize Waste



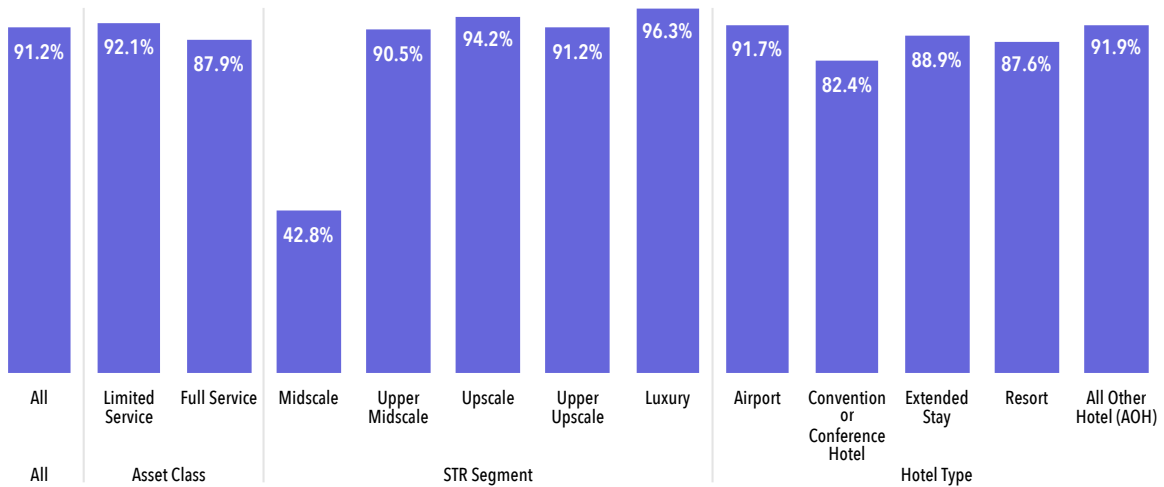


→ SOAP DONATION

Hotels donating leftover usable bathroom amenities (e.g., soap bars, individual shampoos) is a common practice.

- 91.2% of all hotels donate their leftover usable bathroom amenities. This is generally consistent across all hotel categories.
- Luxury and Upscale hotels lead the way in donation of bathroom amenities, with strong adoption rates of 96.3% and 94.2% respectively.
- Limited Service hotels outperform Full Service hotels, with a higher adoption rate of 92.1% compared to 87.9%.
- Midscale hotels stand out, with the lowest adoption rate of 42.8%.

Donate Leftover Bathroom Amenities



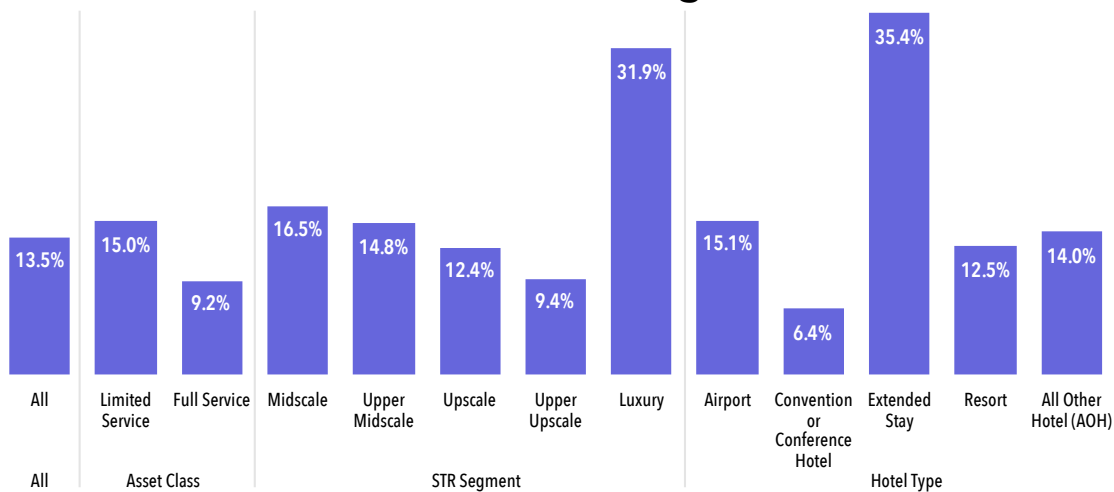


→ SINGLE-USE PLASTIC (SUP) ELIMINATION

Hotels eliminating all types of guest-facing SUP is an innovative practice.

- Only 13.5% of all hotels have eliminated guest-facing SUP, despite growing global attention on the need to reduce excessive use of SUP.
- Extended Stay hotels lead the way with an adoption rate of 35.4%, closely followed by Luxury hotels (31.9%). Given the nature of Extended stay hotels where guests stay for longer periods of time, reducing SUP items helps these hotels cut costs over time by minimizing the need for frequent restocking. As for Luxury hotels, efforts to eliminate SUP may be linked to upholding their brand reputation and meeting the high expectations of environmentally-conscious travelers.
- Limited Service hotels outperform Full Service hotels in the adoption of this practice, with an adoption rate of 15% compared to 9.2%.
- Convention/Conference hotels demonstrate low adoption rates of 6.4%, showing significant room for improvement.

Eliminate Guest-facing SUP



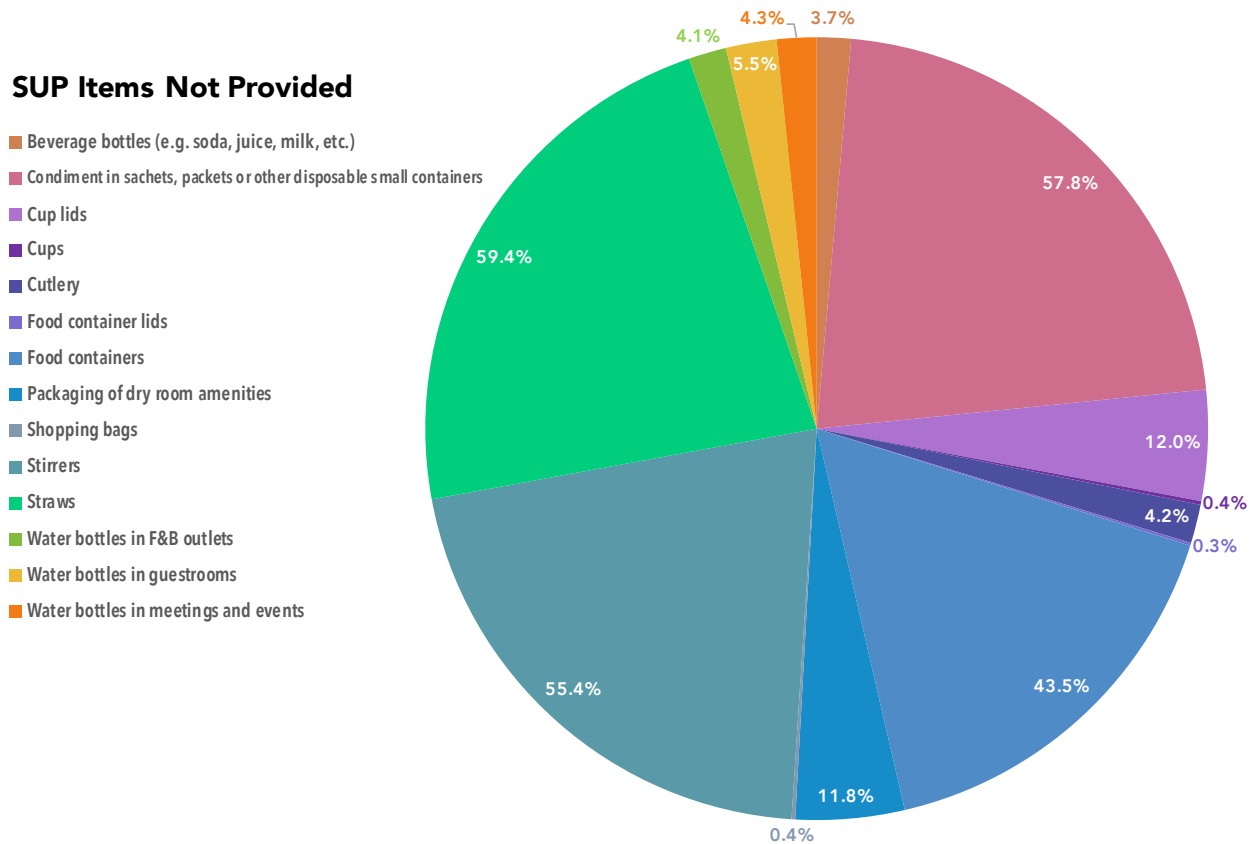


→ SUP ITEMS NOT PROVIDED

Hotels not providing select SUP items is a common practice.

- Almost all hotels (98.6%) do not provide certain SUP items.
- The most common SUP items which hotels have eliminated are straws (59.4%), condiments in sachets, packets or other small disposable containers (57.8%) and stirrers (55.4%). SUP food containers have also been eliminated by 43.5% of hotels.
- Convention/Conference hotels lead in eliminating SUP food containers, with 91% of hotels adopting this practice.

SUP Items Not Provided





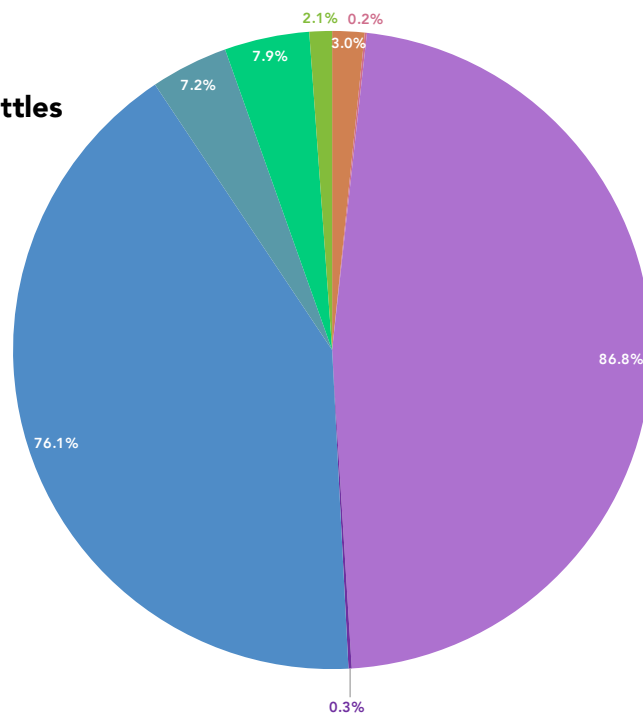
→ ALTERNATIVES TO PLASTIC WATER BOTTLES

Hotels implementing alternatives to SUP water bottles is a common practice.

- Almost all hotels (98.1%) have implemented alternatives to SUP water bottles. This is consistently adopted by hotels across all categories.
- Providing complimentary reusable water bottles (76.1%) and water refill stations (86.8%) are the most popular measures to reduce reliance on SUP water bottles.
- On the other hand, offering reusable water bottles for sale/rental and installing in-room filtration taps are the least common options, with less than 1% of hotels implementing these practices. For the latter, hotels might be deterred by the upfront cost of retrofitting guestrooms to install water filtration taps, though these are likely to result in cost savings in the long run.

Alternatives to SUP Water Bottles

- In-house water bottling system
- In-room filtration taps
- Water refill stations
- Reusable water bottles - for sale/rental
- Reusable water bottles - complimentary
- Single-use aluminium bottle-cans
- Single-use glass bottles
- Single-use plasticized cartons (e.g. Tetra Pak)



Hotel Highlight

HOTEL ZENA WASHINGTON DC

At Hotel Zena, water refill stations have been conveniently installed on every floor, allowing guests to stay hydrated while contributing to the hotel's efforts to reduce plastic bottle waste.

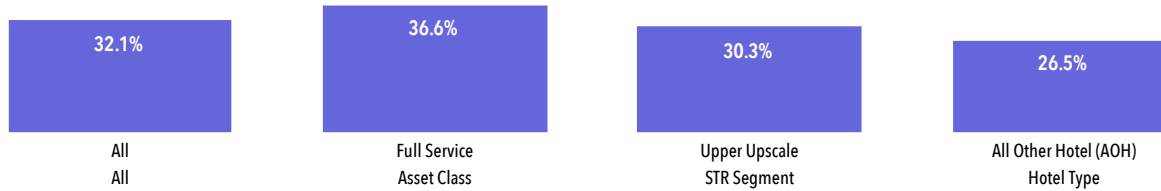


→ PLASTIC IN-ROOM BIN LINERS

Hotels eliminating garbage bags for in-room bins and introducing new cleaning procedures (e.g., emptying and sanitizing the bins) is an emerging practice.

- 32.1% of all hotels eliminated garbage bags for in-room bins.

Eliminate Garbage Bags



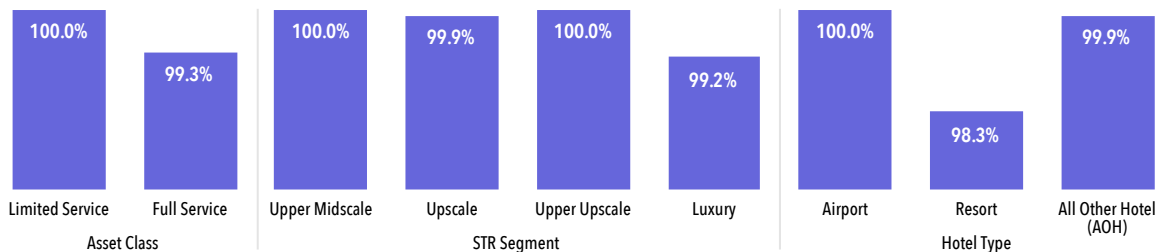
Footnote: Limited Service, Midscale, Upper Midscale, Upscale, Luxury, Airport, Extended Stay, Convention/Conference and Resort segments are excluded from this chart due to insufficient data.

→ MINI PLASTIC TOILETRY BOTTLES

Hotels replacing mini toiletry bottles with refillable amenity dispensers for shampoo, conditioner, soap and lotion is a common practice.

- Virtually all hotels (99.9%) reported that they replaced mini toiletry bottles with refillable amenity dispensers, with the exception of Resort hotels, which fall slightly below average at 98.3%.

Replacement for Plastic Mini Toiletry Bottles



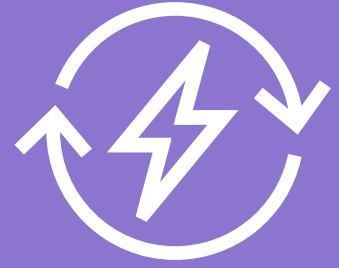
Footnote: Midscale, Extended Stay and Convention/Conference segments are excluded from this chart due to insufficient data.

Policy Feature

In New York, mini toiletry bottles have been banned in hotels and motels. From January 1, 2025, hotels with 50 rooms or more can no longer provide guests with small plastic bottles (<12 oz) containing personal care products (e.g., shampoo, soap, conditioner). All other hotels will have to comply from January 1, 2026 onward.

A similar ban is already in place in California.

ENERGY MANAGEMENT



Energy management is intricately tied to carbon emissions reduction and is often the first step many organizations take to reduce their emissions. Hotels can significantly reduce their energy use and become more energy efficient by implementing a variety of strategies. Among the six best practices described in this chapter, four are common or established practices.

→ KEY FINDINGS

Common practice

- Almost all (99.1%) of hotels benchmark their energy performance.

Established practices

- 74.5% of hotels track their energy consumption.
- 73.3% of hotels have an energy reduction plan.
- 51.2% of hotels have LEDs in 76% or more of their property's light bulbs.

Emerging practice

- 27.9% of hotels have sensors in 76% or more of their meeting rooms and FOH areas.

Innovative practice

- One in ten hotels have key card switches and sensors in guestrooms.

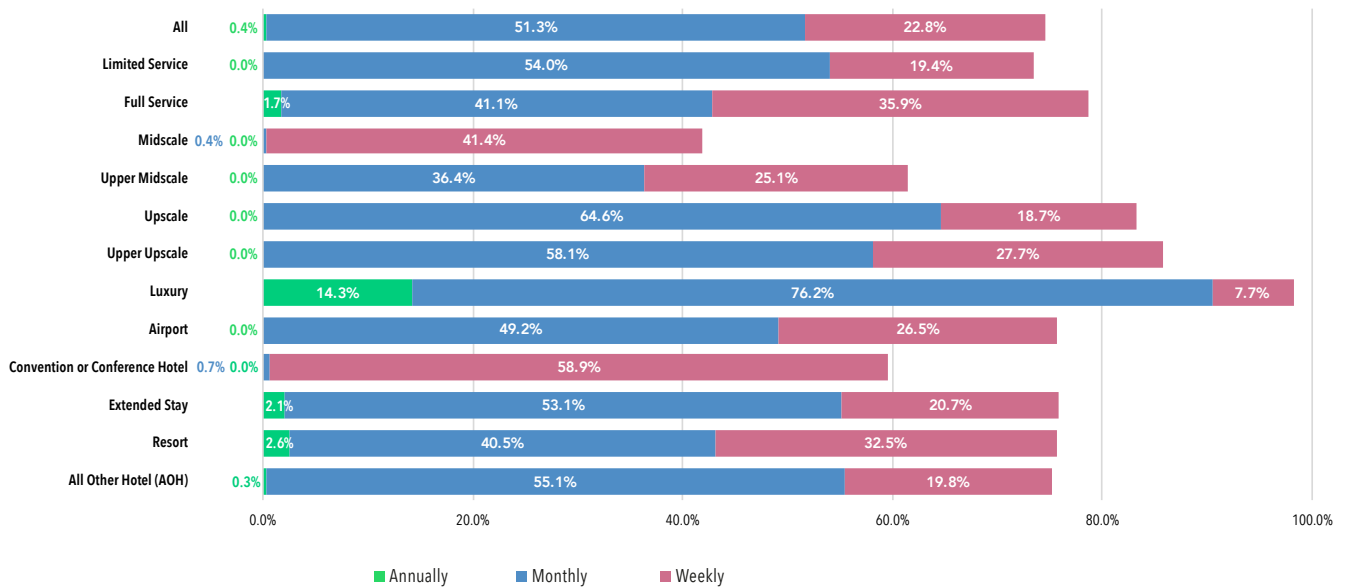


→ ENERGY TRACKING

Hotels tracking their energy consumption is an established practice.

- 74.5% of all hotels track their energy consumption.
- A steady increasing trend is observed across STR chain scale segments, from Midscale (41.8%) to Luxury hotels (89.3%).
- The prevalence of energy tracking is largely similar across hotel types, except for Convention/Conference hotels, which fall below the average at 59.6%.
- Majority of hotels (51.3%) track their energy consumption on a monthly basis, twice that of hotels who track this on a weekly basis (22.8%).

Energy Tracking





Policy Feature

Across the U.S., there has been a significant shift toward the adoption and implementation of Building Performance Standards (BPS) policies. Such policies require commercial buildings to meet certain performance levels, typically for energy use or greenhouse gas emissions. Almost 25% of U.S. states have BPS policies either at the state, county, or city level.

It is critical for hotels to track their energy consumption because it allows them to identify areas where energy is being used inefficiently, leading to targeted strategies for reducing consumption and lowering operational costs. Beyond meeting regulatory requirements, tracking energy usage can help hotels in achieving sustainability certifications and reporting progress toward carbon reduction goals.



Hotel Highlight

HOTEL ZIGGY

Hotel Ziggy utilizes LED lighting throughout most of the property, with lighting in public areas controlled by an advanced energy management system. This system enables the monitoring of energy consumption and provides insights into the percentage of energy savings achieved. This allows the hotel to reduce energy usage by approximately 32% each day.



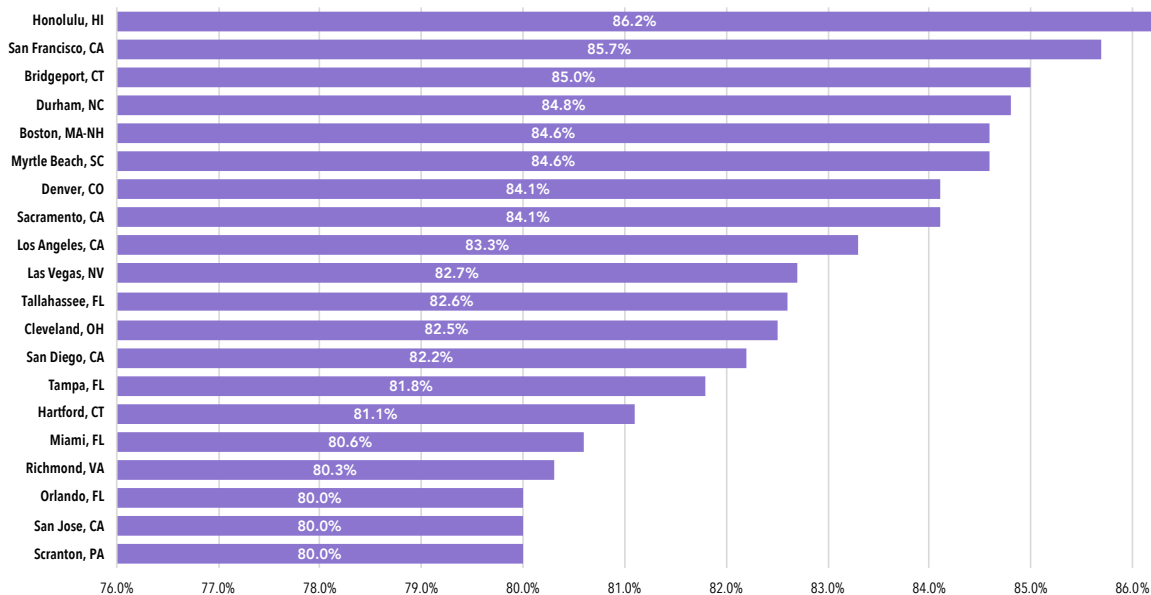


→ ENERGY REDUCTION PLAN

Hotels putting in place an action plan to reduce energy use (with actions, roles and responsibilities defined) is an established practice.

- 73.3% of all hotels have an energy reduction plan in place.
- An increasing trend is observed across STR chain scale segments, from Midscale hotels (35.5%) to Luxury hotels (97.1%).
- The uptake rate of this practice is largely similar across service types and hotel types, with at least 70% of hotels implementing energy reduction plans. The only exception is Convention/Conference hotels, whereby only half have done so.
- Top performing metro areas: Honolulu, HI (86.2%), San Francisco, CA (85.7%), Bridgeport, CT (85%), Durham, NC (84.8%), Boston, MA-NH (84.6%), Myrtle Beach, SC (84.6%), Denver, CO (84.1%), Sacramento, CA (84.1%), Los Angeles, CA (83.3%), Las Vegas, NV (82.7%), Tallahassee, FL (82.6%), Cleveland, OH (82.5%), San Diego, CA (82.2%), Tampa, FL (81.8%), Hartford, CT (81.1%), Miami, FL (80.6%), Richmond, VA (80.3%), Orlando, FL (80.0%), San Jose, CA (80.0%), Scranton, PA (80.0%)

Action Plan to Reduce Energy Use Metro Area Ranking



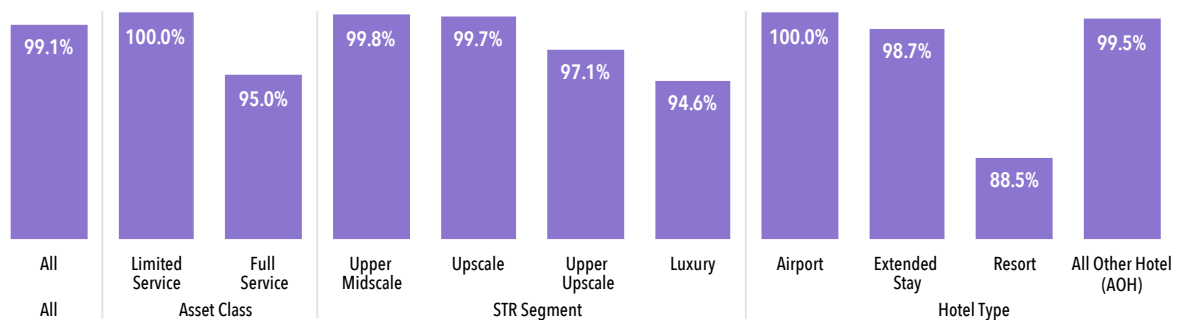


→ BENCHMARK ENERGY PERFORMANCE

Hotels benchmarking their energy performance is a common practice.

- 99.1% of all hotels benchmark their energy performance.
- It is impressive that all Limited Service and Airport hotels report that they benchmark their energy performance.
- Upper Midscale (99.8%), Upscale (99.7%) and All Other Hotel (AOH) (99.5%) also performed well with high adoption rates above average levels.
- Energy performance benchmarking is least likely among Resort Hotels (88.5%).

Benchmark Energy Performance



Footnote: Midscale and Convention/Conference segments are excluded from this chart due to insufficient data.

→ COMPARING ENERGY PERFORMANCE ACROSS THE COUNTRY

To further assess the energy efficiency of hotels within the United States, two energy efficiency metrics were evaluated for each metropolitan area.

1. The median hotel energy usage per square foot. This indicates the typical energy intensity within each metropolitan area.
2. The efficiency gap ratio. Calculated by dividing the upper quartile intensity by the lower quartile intensity within each metropolitan area, this indicates the degree of dispersion within a selected geography and segment.

These metrics were based on hotel energy consumption data in 2022, collected for the Cornell Hotel Sustainability Benchmarking (CHSB) Index 2024. With more than 27,000 hotels contributing to the data set, CHSB is an industry-driven global initiative that compiles and benchmarks data on energy, water, and carbon emissions. For further details on hotel energy intensity across other metropolitan areas and other environmental metrics, refer to the latest CHSB guidance document and public data set available on the [Greenview website](#).



→ HOTEL ENERGY USAGE INTENSITY

Based on the CHSB Index 2024, the 2022 median energy usage per square foot among all hotels in the United States is 20.7 kWh (representing a 28% increase from 2021).

- For Full Service hotels, the top three metropolitan areas with the lowest median for energy usage intensity are Mobile, AL (17.8 kWh per Sq Ft), Honolulu, HI (18.5 kWh per Sq Ft), and Palm Bay, FL (18.9 kWh per Sq Ft).
- For Limited Service hotels, the top three metropolitan areas with the lowest median for energy usage intensity are Lake Havasu City, AZ (11.3 kWh per Sq Ft), Salinas, CA (12.6 kWh per Sq Ft), and Burlington, NC (13.7 kWh per Sq Ft).
- Comparing the service types, Limited Service hotels (19.8 kWh per Sq Ft) have a lower median energy usage intensity than Full Service hotels (25.1 kWh per Sq Ft).

Top 15 metropolitan areas with the lowest median for full-service hotel energy usage per square foot (kWh)

Rank	Metropolitan Area	Lower Quartile	Median	Upper Quartile
1	Mobile, AL	10.6	17.8	25.3
2	Honolulu, HI	14.8	18.5	25.4
3	Palm Bay, FL	12.4	18.9	29.3
4	Manchester, NH	12.2	19.2	39.9
5	San Francisco, CA	14.7	19.7	25.6
6	San Jose, CA	16.4	19.8	27.8
7	Raleigh, NC	14.5	19.8	29.4
8	Greensboro, NC	15.4	20.3	28.0
9	Sacramento, CA	16.6	20.4	32.5
10	Los Angeles, CA	16.2	20.6	27.5
11	Louisville/Jefferson County, KY-IN	14.5	20.7	23.5
12	Myrtle Beach, SC	15.1	21.0	49.9
13	Greenville, SC	15.1	21.4	33.8
14	Providence, RI-MA	16.7	21.7	38.8
15	Asheville, NC	16.8	22.0	32.2

Lower Quartile - 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.

Median - 50-percent marker within the data set. This is the middle value found within the geography and segment grouping.

Upper Quartile - the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.



Top 15 metropolitan areas with the lowest median for limited-service hotel energy usage per square foot (kWh)

Rank	Metropolitan Area	Lower Quartile	Median	Upper Quartile
1	Lake Havasu City, AZ	10.7	11.3	19.5
2	Salinas, CA	8.4	12.6	20.6
3	Burlington, NC	12.6	13.7	21.6
4	Lake Charles, LA	12.4	13.9	20.6
5	Jackson, MI	11.3	13.9	20.1
6	Modesto, CA	10.4	14.8	16.7
7	Odessa, TX	9.1	15.0	17.9
8	Stockton, CA	11.2	15.1	20.8
9	Hot Springs, AR	13.0	15.2	17.2
10	Albany, GA	11.0	15.2	23.3
11	Sacramento, CA	13.3	15.4	19.5
12	San Francisco, CA	12.9	15.7	20.0
13	Harrisonburg, VA	12.4	16.2	20.3
14	Lubbock, TX	14.0	16.2	21.7
15	Vallejo, CA	13.7	16.2	22.8

Lower Quartile - 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.

Median - 50-percent marker within the data set. This is the middle value found within the geography and segment grouping.

Upper Quartile - the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.

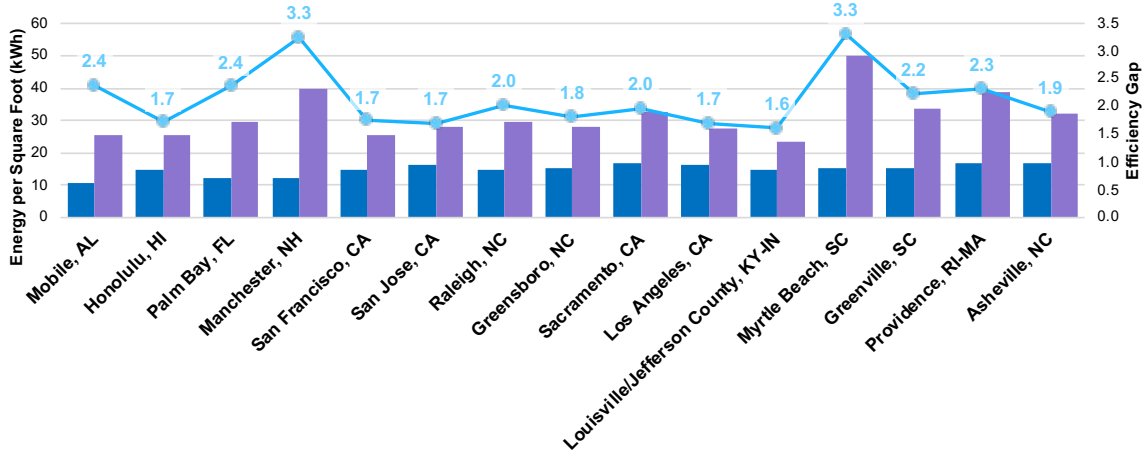


→ ENERGY EFFICIENCY GAP

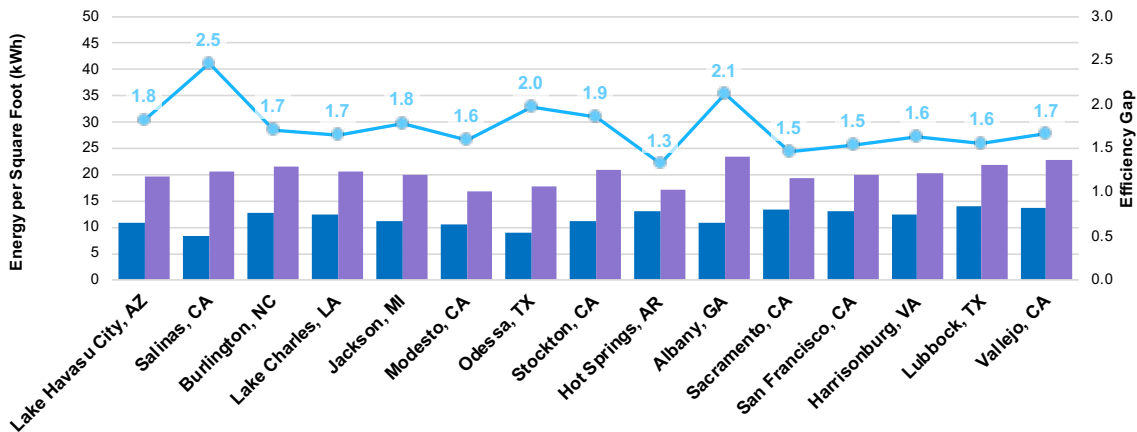
There is considerable dispersion in energy intensity across hotels in the United States, with top hotels outperforming their peers by 1.5 to 2 times. For some metropolitan areas, the discrepancy could be higher than 3 times.

- For Full Service hotels, all top 15 metropolitan areas have an energy efficiency gap of more than 1.5, with eight metropolitan areas recording 2 times or more.
- For Limited Service hotels, 14 out of the top 15 metropolitan areas have an energy efficiency gap of more than 1.5, with 3 metropolitan areas recording 2 times or more.
- Limited Service hotels (1.48) tend to have lower energy efficiency gaps compared to Full Service hotels (1.74), indicating a lower degree of dispersion among Limited Service hotels.
- The large energy efficiency gap for most metropolitan areas signals opportunities for lower-performing hotels to improve their energy efficiency.

2022 Energy Efficiency Gap (Full Service Hotels)



2022 Energy Efficiency Gap (Limited Service Hotels)



Top 15 metro areas by median (ascending order)

Lower Quartile Upper Quartile Efficiency Gap

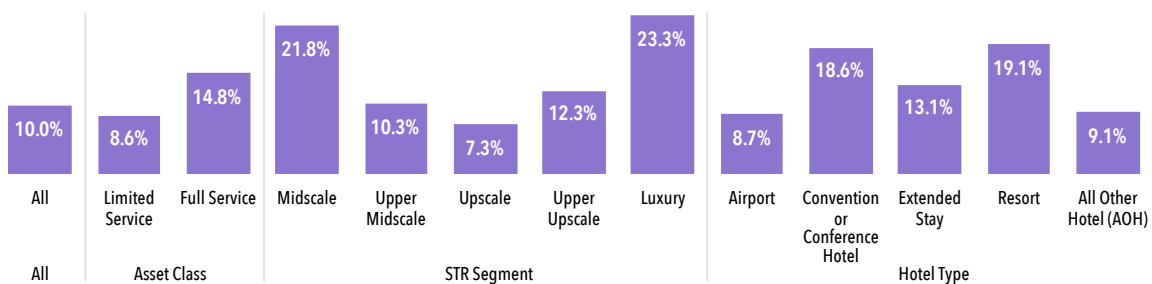


→ KEYCARD SWITCHES AND SENSORS IN GUESTROOMS

Hotels having guestrooms fitted with smart sensors or key card switches is an innovative practice. Such sensors or key card switches automatically adjust the room’s HVAC system to a more energy efficient mode when not occupied.

- Only 1 in 10 hotels have installed these key card switches and sensors.
- Luxury hotels lead the way, with the highest adoption level of 23.3%.

% Guestrooms with Sensors to Adjust HVAC

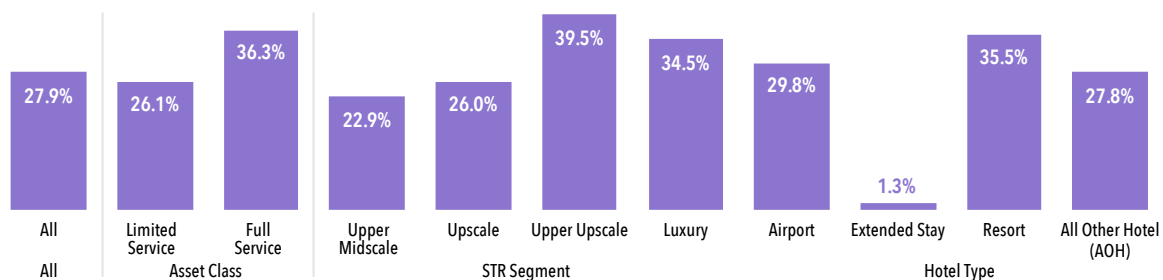


→ OCCUPANCY SENSORS IN MEETING ROOMS AND FOH

Hotels installing smart occupancy sensors is an emerging practice. This refers to hotels having more than three-quarters of meeting rooms and front of house (FOH) areas fitted with sensors that automatically adjust the HVAC system to a more energy efficient mode when not occupied.

- 27.9% of all hotels have sensors in at least three-quarters of meeting rooms and FOH areas.
- Upper Upscale hotels lead the way, with 39.5% of hotels having such sensors installed.
- Full Service (36.3%), Luxury (34.5%) and Resort (35.5%) hotels performed moderately well, with adoption rates well above the average level.

% MR/FOH with Sensors to Adjust HVAC



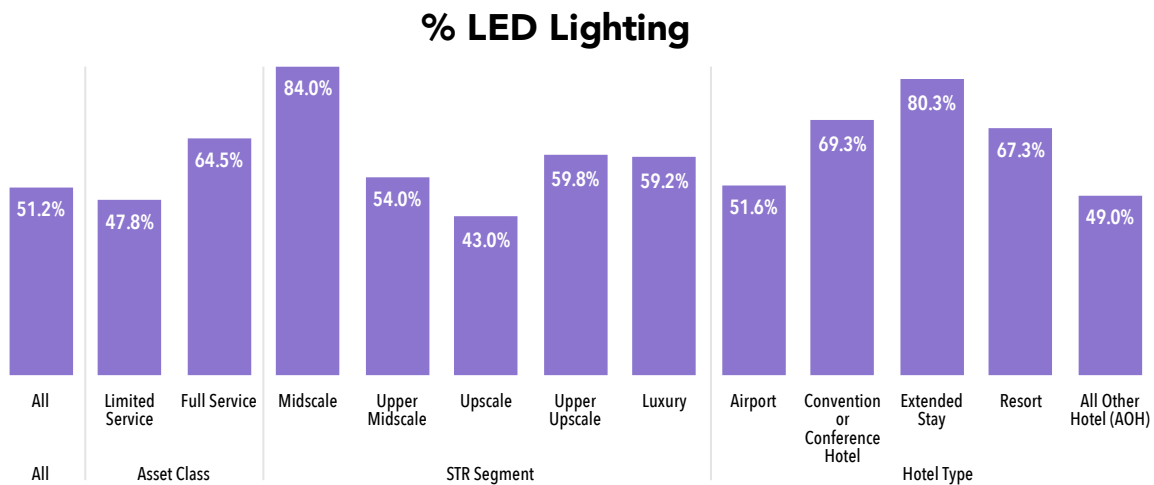
Footnote: Midscale and Convention/Conference segments are excluded from this chart due to insufficient data.

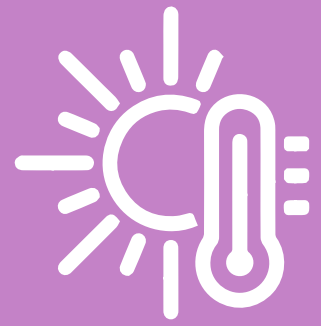


→ LED LIGHTING

Hotels using LEDs in at least three-quarters of their property’s light bulbs is an established practice.

- About half (51.2%) of hotels use LED bulbs in at least three-quarters of their property’s light bulbs.
- Over four in five Midscale hotels use LEDs in the majority of their lighting.
- Full Service hotels (64.5%) outperformed Limited Service hotels (47.8%) in adopting this practice.
- Upscale (43%) and All Other Hotel (AOH) (49%) fall below average adoption levels.
- Notably, about one-third of hotels do not use any LED lighting, revealing that there is still room for growth in this area.





Carbon Emissions

From calculating carbon emissions and improving energy efficiency to opting for renewable energy and offsetting remaining emissions, the pathway to decarbonizing Scope 1 and 2 emissions is generally well-understood. This chapter will unveil the extent to which these measures have been implemented.

Green Transport

Curating green transport options is a key strategy for hotels to help guests and staff effortlessly reduce their emissions. These emissions can also count towards the hotel's Scope 3 footprint. As discussions around Scope 3 emissions intensify, implementing accessible solutions like green transport becomes increasingly important. Our data shows that only a small proportion of hotels have introduced sustainable transport options, revealing significant opportunities for progress in this area.

Uncover ten best practices that count towards climate action in this chapter.

→ KEY FINDINGS

Common practices

- Almost all hotels (99.7%) measure their carbon emissions.
- 99.1% of hotels offer guests the option to offset carbon emissions of their stay or event.
- 97% of hotels have an action plan to reduce carbon emissions.

Innovative practices

- 21.6% of hotels have electric vehicle charging stations.
- One in ten hotels provide bicycles or e-bikes for guest use.
- 6.6% of hotels generate power from renewable sources onsite.
- 1.5% of hotels use green vehicles for guest transfers.
- Only 1.4% of hotels have fully electrified their facilities.
- Less than 1% of hotels use renewable energy.
- Less than 1% of hotels purchase carbon offsets to compensate for their Scope 1 and 2 emissions.

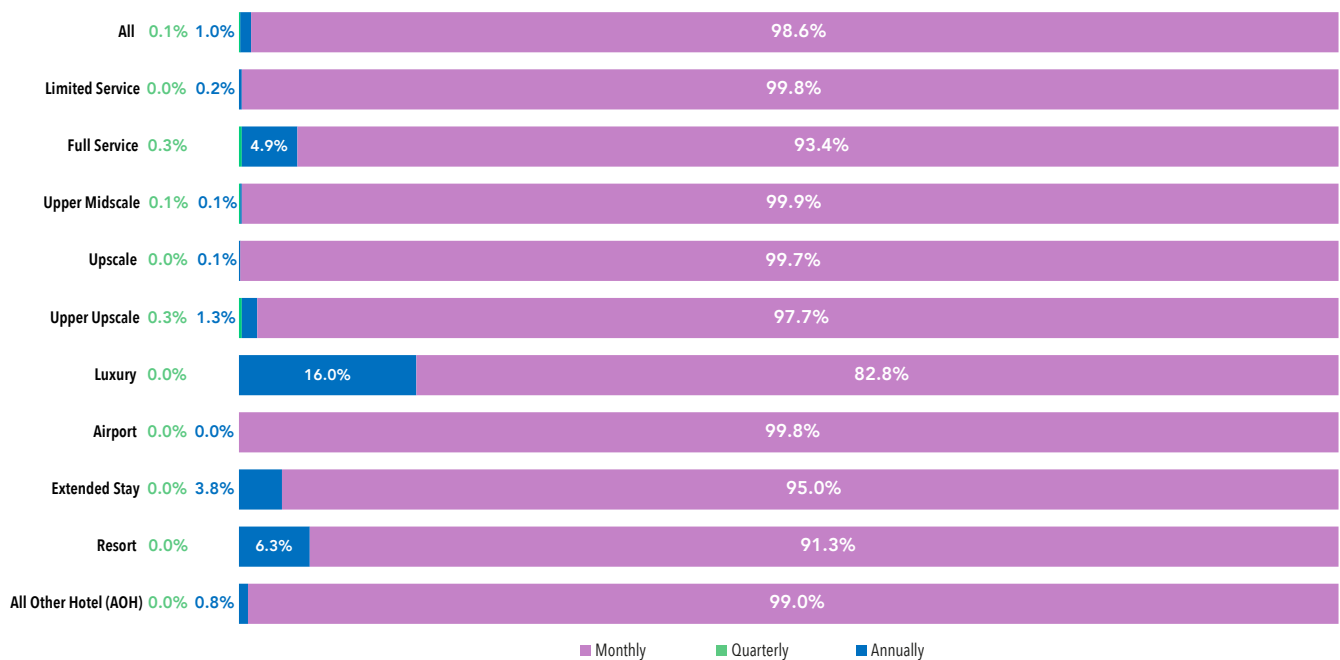


→ CARBON FOOTPRINT TRACKING

Hotels measuring their carbon emissions is a common practice.

- Almost all hotels (99.7%) measure their carbon emissions. This high prevalence is observed consistently, regardless of hotel categories.
- It is encouraging to note that the vast majority (98.6%) of hotels measure their carbon emissions on a monthly basis.

Carbon Emissions Measured



Footnote: Midscale and Convention/Conference segments are excluded from this chart due to insufficient data.



→ COMPARING CARBON FOOTPRINT ACROSS THE COUNTRY

To further assess the carbon footprint of hotels within the United States, two carbon metrics were evaluated for each metropolitan area.

1. The median **HCMI rooms footprint per occupied room**. The HCMI rooms footprint per occupied room of each hotel was calculated based on the Hotel Carbon Measurement Initiative (HCMI) Methodology. Developed by the hotel industry, it is a standardized, commonly-used methodology to calculate the carbon emissions of staying at a hotel.
2. The median **hotel carbon emission per square foot**. This indicates the typical carbon intensity of hotels within each metropolitan area.

All carbon footprint calculations were based on hotel energy usage data in 2022, collected for the Cornell Hotel Sustainability Benchmarking (CHSB) Index 2024. With more than 27,000 hotels contributing to the data set, CHSB is an industry-driven global initiative that compiles and benchmarks data on energy, water, and carbon emissions. For further details on hotel carbon emissions across other metropolitan areas and other environmental metrics, refer to the latest CHSB guidance document and public data set available on the [Greenview website](#).



→ HCMI ROOMS FOOTPRINT PER OCCUPIED ROOM

Based on the CHSB Index 2024, the 2022 median carbon footprint of one room-night stay among all hotels in the United States is 14.4 kgCO₂e (5% decrease from 2021).

- For Full Service hotels, the top three metropolitan areas with the lowest median carbon footprint per occupied room are Los Angeles, CA (13.4 kgCO₂e), San Jose, CA (13.5 kgCO₂e), and Sacramento, CA (14.0 kgCO₂e).
- For Limited Service hotels, the top three metropolitan areas with the lowest median carbon footprint per occupied room are Modesto, CA (6.7 kgCO₂e), Santa Cruz, CA (6.9 kgCO₂e), and San Diego, CA (6.9 kgCO₂e)
- Comparing the service types, Limited Service hotels (13.1 kgCO₂e) have a much lower median carbon footprint per occupied room than Full Service hotels (23.8 kgCO₂e).

Top 15 metropolitan areas with the lowest median for full-service HCMI rooms footprint per occupied room (kgCO₂e)

Rank	Metropolitan Area	Lower Quartile	Median	Upper Quartile
1	Los Angeles, CA	11.1	13.4	18.9
2	San Jose, CA	9.0	13.5	16.3
3	Sacramento, CA	13.2	14.0	16.2
4	San Diego, CA	11.2	14.2	20.6
5	Buffalo, NY	11.3	14.3	18.0
6	San Francisco, CA	12.4	15.1	21.6
7	Hartford, CT	11.2	15.4	28.7
8	Asheville, NC	14.2	15.5	22.6
9	Seattle, WA	12.8	17.6	20.5
10	Memphis, TN-AR-MS	15.6	18.2	33.1
11	Charleston, SC	14.7	18.3	21.4
12	Albuquerque, NM	14.9	18.9	33.6
13	Portland, OR-WA	14.6	19.2	27.8
14	Boston, MA-NH	14.0	19.3	23.9
15	New York, NY-NJ-PA	14.2	19.4	26.7

Lower Quartile - 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.

Median - 50-percent marker within the data set. This is the middle value found within the geography and segment grouping.

Upper Quartile - the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.



Top 15 metropolitan areas with the lowest median for limited-service HCMI rooms footprint per occupied room (kgCO2e)

Rank	Metropolitan Area	Lower Quartile	Median	Upper Quartile
1	Modesto, CA	6.0	6.7	7.5
2	Santa Cruz, CA	5.6	6.9	11.0
3	San Diego, CA	6.2	6.9	8.9
4	Syracuse, NY	5.9	7.0	8.4
5	Sacramento, CA	6.6	7.2	8.1
6	Vallejo, CA	5.4	7.4	9.4
7	Poughkeepsie, NY	5.9	7.4	10.8
8	Stockton, CA	6.0	7.6	11.4
9	Fresno, CA	7.1	7.6	9.1
10	Bakersfield, CA	7.6	7.7	8.8
11	Buffalo, NY	5.6	7.8	10.7
12	Oxnard, CA	6.6	7.9	9.2
13	Riverside, CA	7.1	8.0	9.4
14	San Francisco, CA	7.1	8.2	9.1
15	San Jose, CA	7.2	8.4	10.5

Lower Quartile - 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.

Median - 50-percent marker within the data set. This is the middle value found within the geography and segment grouping.

Upper Quartile - the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.



→ HOTEL CARBON FOOTPRINT PER SQUARE FOOT

Based on the CHSB Index 2024, the 2022 median carbon footprint per square foot among all hotels in the United States is 6.0 kgCO₂e (representing a 40% increase from 2021).

- For Full Service hotels, the top three metropolitan areas with the lowest median carbon footprint per square foot are Albany, NY (3.4 kgCO₂e), Syracuse, NY (3.8 kgCO₂e), San Francisco, CA (4.1 kgCO₂e), and Manchester, NH (4.1 kgCO₂e).
- For Limited Service hotels, the top three metropolitan areas with the lowest median carbon footprint per square foot are Binghamton, NY (2.7 kgCO₂e), Salinas, CA (2.7 kgCO₂e), and Poughkeepsie, NY (2.9 kgCO₂e).
- By service types, Limited Service hotels (5.8 kgCO₂e) have a lower median carbon footprint per square foot than Full Service hotels (7.1 kgCO₂e).

Top 15 metropolitan areas with the lowest median for full-service hotel footprint per square foot (kgCO₂e)

Rank	Metropolitan Area	Lower Quartile	Median	Upper Quartile
1	Albany, NY	2.7	3.4	4.4
2	Syracuse, NY	2.8	3.8	5.3
3	San Francisco, CA	3.1	4.1	5.3
4	Manchester, NH	2.8	4.1	8.0
5	Sacramento, CA	3.5	4.2	7.6
6	San Jose, CA	3.4	4.3	5.8
7	Los Angeles, CA	3.5	4.4	5.7
8	Buffalo, NY	3.6	4.4	5.5
9	Napa, CA	4.1	4.6	8.1
10	San Diego, CA	3.8	4.8	5.9
11	Oxnard, CA	3.8	4.8	6.7
12	Greensboro, NC	3.8	4.8	6.9
13	Raleigh, NC	3.5	4.9	7.1
14	Greenville, SC	3.8	5.2	7.9
15	Providence, RI-MA	3.6	5.2	7.9

Lower Quartile - 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.

Median - 50-percent marker within the data set. This is the middle value found within the geography and segment grouping.

Upper Quartile - the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.



Top 15 metropolitan areas with the lowest median for limited-service hotel footprint per square foot (kgCO2e)

Rank	Metropolitan Area	Lower Quartile	Median	Upper Quartile
1	Binghamton, NY	1.5	2.7	3.6
2	Salinas, CA	1.8	2.7	4.4
3	Poughkeepsie, NY	2.5	2.9	3.8
4	Syracuse, NY	2.4	3.0	4.0
5	Albany, NY	2.3	3.1	4.8
6	Stockton, CA	2.2	3.2	4.3
7	Modesto, CA	2.2	3.2	3.5
8	Sacramento, CA	2.9	3.3	4.0
9	Utica, NY	3.0	3.3	3.8
10	Burlington, NC	3.1	3.3	5.6
11	San Francisco, CA	2.7	3.3	4.2
12	Vallejo, CA	2.9	3.4	4.7
13	San Jose, CA	2.9	3.4	4.5
14	Bakersfield, CA	2.8	3.5	4.1
15	San Diego, CA	3.2	3.6	4.2

Lower Quartile - 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.

Median - 50-percent marker within the data set. This is the middle value found within the geography and segment grouping.

Upper Quartile - the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.

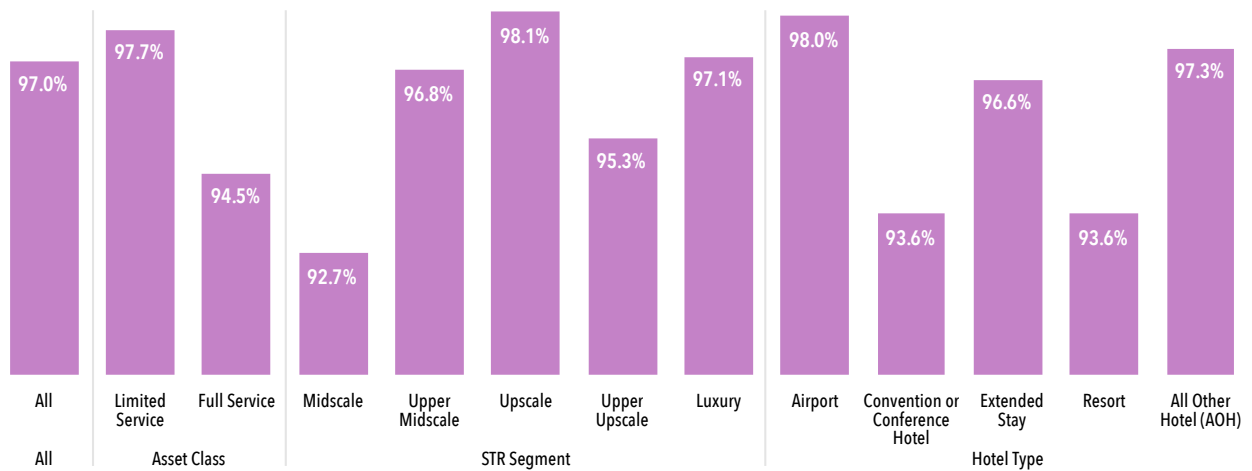


→ CARBON REDUCTION PLAN

Hotels putting in place an action plan to reduce carbon emissions (with actions, roles and responsibilities defined) is a common practice.

- 97% of all hotels have an action plan to reduce carbon emissions.
- Upscale hotels take the lead with the highest adoption rates of 98.1%, closely followed by Airport hotels (98%).
- Midscale hotels report a lower adoption rate of 92.7%.

Action Plan to Reduce Carbon Emissions



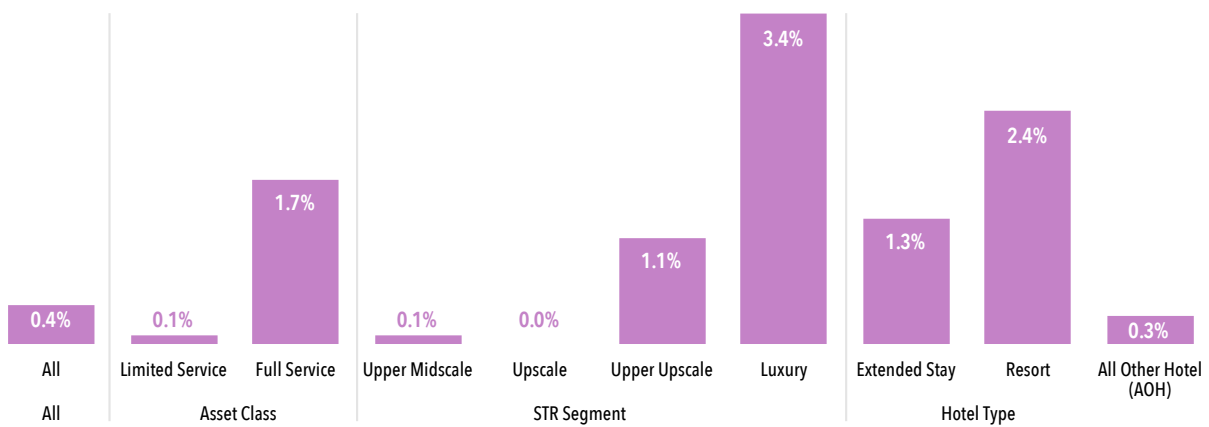


→ RENEWABLE ENERGY USE

Hotels using renewable energy is an innovative practice.

- Less than 1% of hotels use renewable energy sources.
- Luxury hotels are most likely to use some form of renewable energy, at 3.4%.
- Resort hotels also report relatively higher levels of adoption than the average, at 2.4%.

% Renewable Energy



Footnote: Midscale, Airport and Convention/Conference segments are excluded from this chart due to insufficient data.

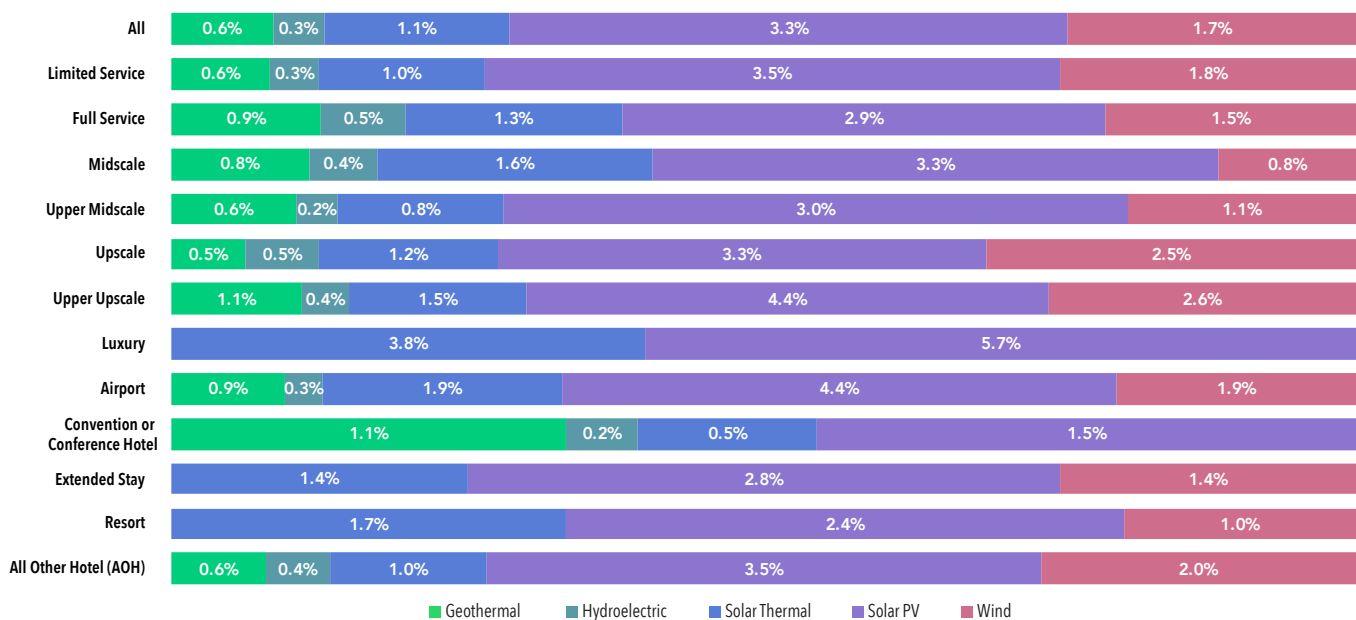


→ ONSITE RENEWABLE ENERGY

Hotels generating power onsite from renewable sources is an innovative practice.

- 6.6% of all hotels generate power onsite from renewable sources. The low prevalence rate may be due to challenges such as space constraints for installing equipment and the upfront costs of renewable energy systems.
- Upper Upscale hotels lead the way, with an adoption rate of 11.4%, followed closely by Extended Stay (9.9%) and Luxury (9.4%) hotels.
- Convention/Conference hotels have the lowest adoption rate of this practice, at 5.1%.
- For hotels that generate power onsite, the most popular form of renewable energy used onsite by hotels is solar PV (3.3%) and wind (1.7%).

On-site Renewable Energy Sources



Hotel Highlight

COURTYARD BY MARRIOTT LANCASTER

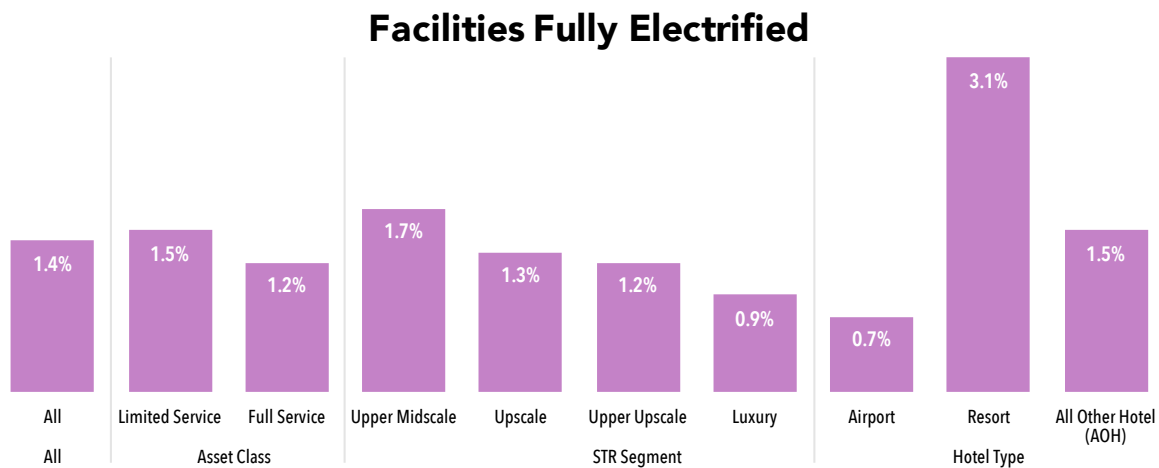
The Courtyard by Marriott Lancaster was the first 100% solar-powered Marriott hotel in the United States. The property’s solar array is located on the roof of a warehouse near the hotel and features a meter in the hotel lobby to enable hotel guests to see how much power the system is producing in real time.



→ ELECTRIFICATION OF FACILITIES

Hotels fully electrifying their facilities (e.g., having their equipment and appliances powered by electricity) is an innovative practice.

- Only 1.4% of all hotels have fully electrified their facilities. This generally remains low across service types, hotel types and STR chain scale segments.
- Resort hotels report the highest electrification rate, at 3.1%.
- These findings highlight significant potential in electrification for the industry at large. Electrification allows hotels to shift from fossil fuel-based systems to cleaner energy sources, significantly reducing their carbon emissions. As regulations tighten, electrification also positions hotels to meet future energy standards.



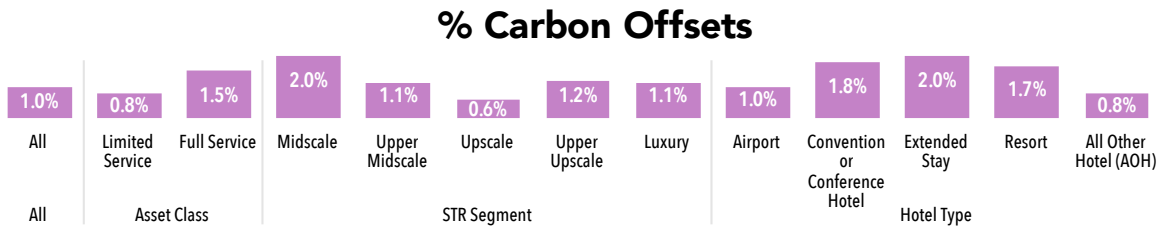
Footnote: Midscale, Extended Stay and Convention/Conference segments are excluded from this chart due to insufficient data.



→ CARBON OFFSETS – HOTELS

Hotels compensating for their Scope 1 and Scope 2 emissions with the purchase of carbon offsets is an innovative practice.

- Only 1% of all hotels purchase carbon offsets to compensate for their Scope 1 and 2 emissions.
- Most hotels, regardless of service, property, and location types, as well as STR chain scale segments, have adoption rates of less than 2%.

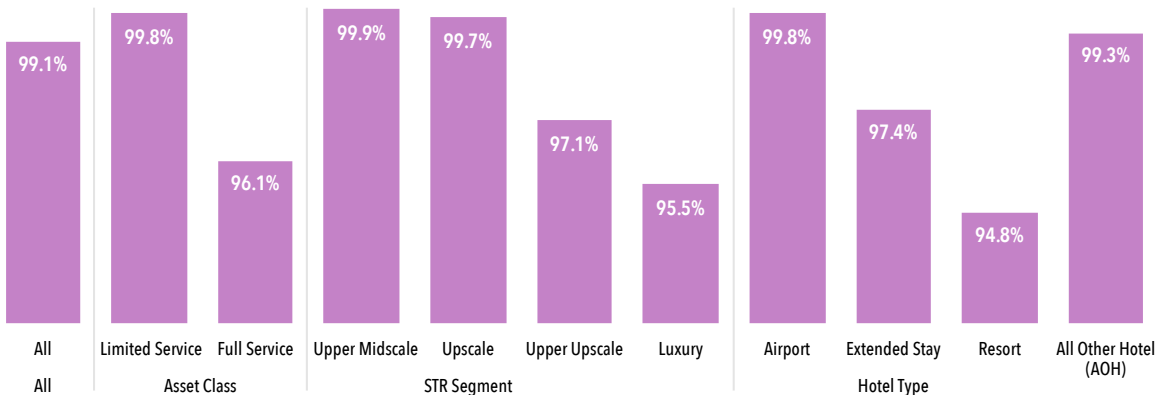


→ CARBON OFFSETS – GUESTS

Hotels having an effective mechanism in place to allow guests and clients to offset the carbon emissions of their hotel stay or event is a common practice.

- Virtually all (99.1%) of hotels offer guests and customers the option to offset the carbon emissions of their stay or event. This is consistently observed across all hotel categories.
- Upper Upscale (97.1%), Luxury (95.5%), Extended Stay (97.4%) and Resort (94.8%) hotels exhibit adoption rates that fall slightly below the average.

Carbon Offset Mechanism for Guests



Footnote: Midscale and Convention/Conference segments are excluded from this chart due to insufficient data.

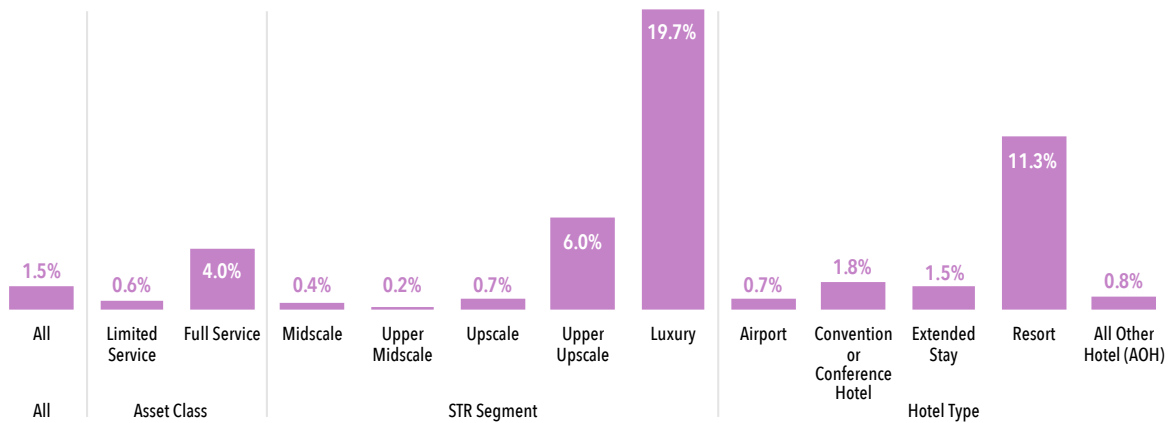


→ GREEN VEHICLES FOR GUEST TRANSFER

Hotels using green vehicles (e.g., electric, hybrid, fuel cell, bio-diesel vehicles) for the majority of guest transfers that are controlled by the hotel is an innovative practice.

- Only 1.5% of all hotels use green vehicles for guest transfers.
- Notably, Luxury hotels perform far better than the other hotel categories, with 19.7% of hotels adopting this practice.
- Resort hotels also performed well above average at 11.3%, followed by Upper Upscale (6%) and Full Service (4%) hotels.

Green Vehicles for Guest Transfers



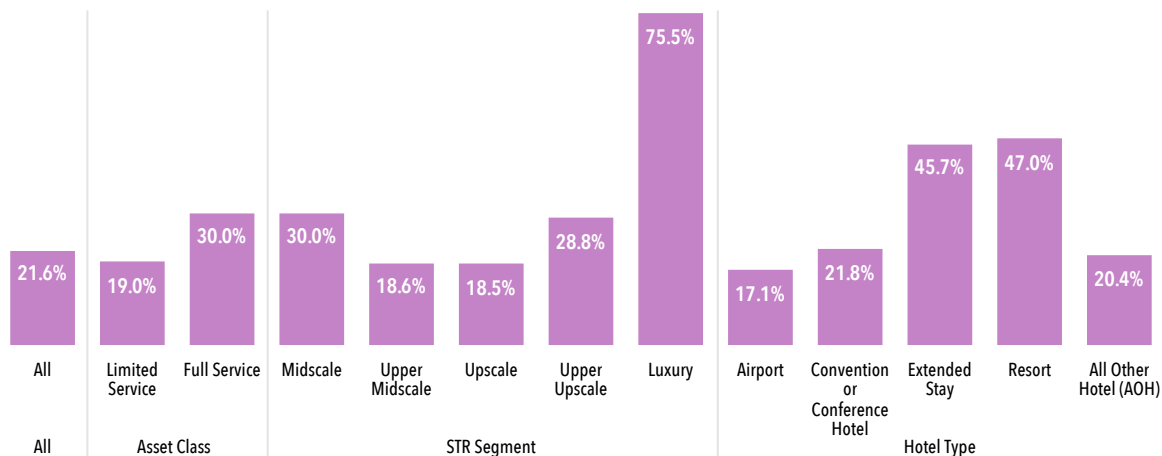


→ ELECTRIC VEHICLE (EV) CHARGING STATIONS

Hotels installing electric vehicle charging stations is an innovative practice.

- 21.6% of all hotels have electric vehicle charging stations.
- Luxury hotels take the lead, demonstrating exceptional adoption levels of 75.5%, more than twice that of Midscale hotels (30%).
- Across hotel types, Extended Stay and Resort hotels performed moderately with adoption levels of 45.7% and 47% respectively.
- The adoption rate for Full Service hotels (30%) is almost twice that of Limited Service hotels (19%).
- Upper Midscale, Upscale, Airport and All Other Hotel (AOH) performed below average adoption rate levels.

Electric Vehicle Charging Stations



Hotel Highlight

LE PARC AT MELROSE

This hotel supports sustainable travel by offering guests electric vehicle (EV) charging stations. This initiative encourages the use of eco-friendly transportation and aligns with their commitment to reducing carbon emissions. By providing convenient access to EV chargers, the property helps guests make environmentally conscious choices while enhancing their stay.

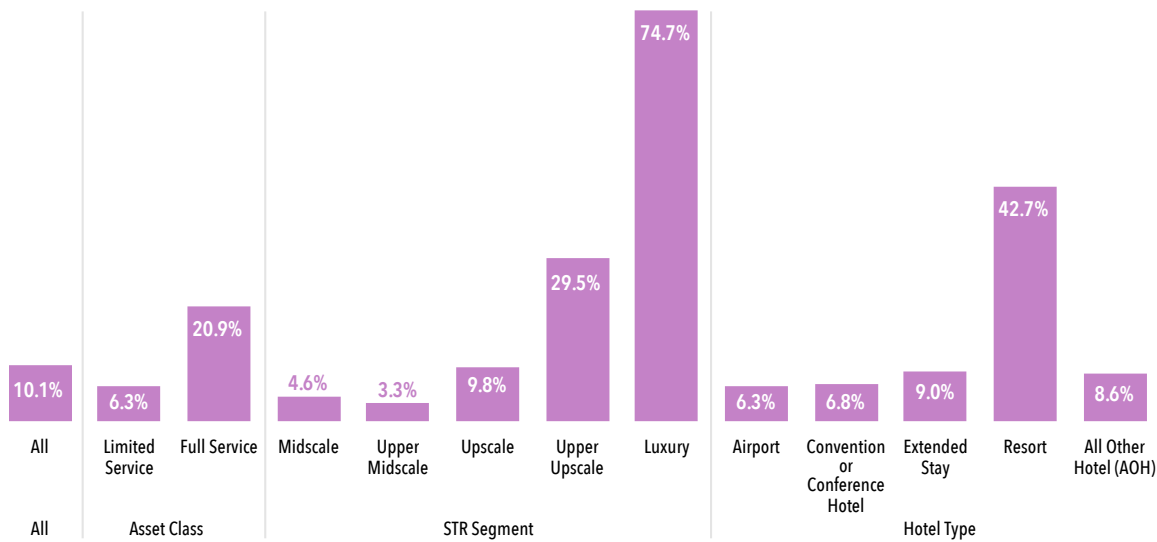


→ BICYCLE RENTAL

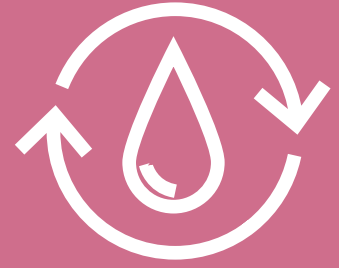
Hotels having an adequate number of courtesy or rental bicycles or e-bikes for guest use is an innovative practice.

- 10.1% of all hotels provide bicycles or e-bikes for guest use.
- Hotels in higher STR tiers are more likely to offer bicycles or e-bikes. Luxury hotels lead the way, with 74.7% of hotels offering such features.
- Across hotel types, Resort hotels, demonstrate the highest adoption rate of 42.7%. Resorts are more likely to offer bicycles as it is a convenient way for guests to explore the property.
- Upper Upscale (29.5%) and Full Service (20.9%) hotels performed well, demonstrating adoption rates that are at least twice that of the average.

Rental Bicycles



WATER CONSERVATION



Water conservation is crucial for hotels, particularly as climate change exacerbates the risk of water scarcity. Implementing effective water-saving measures not only supports environmental sustainability but also helps hotels reduce operational costs and enhance their eco-friendly reputation. Delve deeper into this topic through 11 best practices.

→ KEY FINDINGS

Established practices

- All hotels (100%) allow guests to opt-out of housekeeping services.
- 98.9% of hotels have a bed linen reuse program.
- 98.8% of hotels have a towel reuse program.
- 4 in 5 hotels have efficient toilets in at least three-quarters of the property.
- 73.7% of hotels track their water consumption.

Emerging practices

- 47.6% of hotels have efficient showerheads in at least three-quarters of the property.
- 46.2% of hotels have a water reduction plan.
- 43.4% of hotels use native or drought-tolerant landscaping to reduce irrigation needs.
- 34.8% of hotels use water efficient laundry equipment.

Innovative practices

- 13.8% of hotels recycle wastewater for non-potable water applications.
- 2.5% of hotels capture rainwater for reuse.

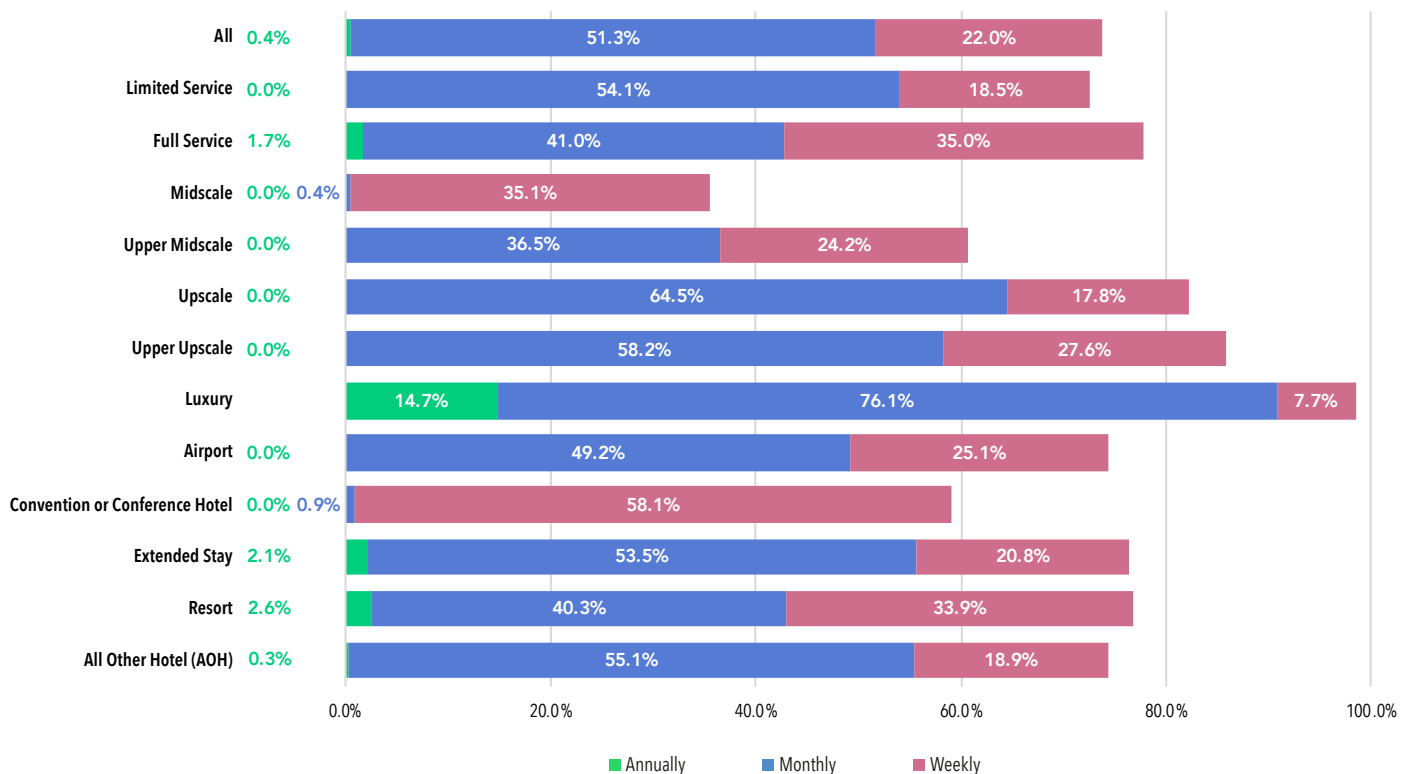


→ WATER TRACKING

Hotels tracking their water consumption is an established practice.

- 73.7% of all hotels track their water consumption.
- An increasing trend is observed across STR chain scale segments, from Midscale (35.6%) to Luxury hotels (98.6%).
- The prevalence of tracking water consumption is largely similar across hotel types, except for Convention/Conference hotels, which exhibit a low adoption rate of 59%.
- The majority (51.3%) of hotels that track their water consumption do so on a monthly basis, while 22% track on a weekly basis.
- Convention/Conference hotels have the strongest water tracking practices, with more than half of them (58.1%) monitoring this on a weekly basis.
- Top performing metro areas: Honolulu, HI (100%), Chattanooga, TN-GA (89.5%), San Francisco, (88.9%)

Water Tracking





→ COMPARING WATER PERFORMANCE ACROSS THE COUNTRY

To further assess the water efficiency of hotels within the United States, two water efficiency metrics were evaluated for each metropolitan area.

1. The median **hotel water usage per occupied room**. This indicates the typical water intensity within each metropolitan area.
2. The **efficiency gap ratio**. Calculated by dividing the upper quartile intensity by the lower quartile intensity within each metropolitan area, this indicates the degree of dispersion within a selected geography and segment.

These metrics were based on hotel water consumption data in 2022, collected for the Cornell Hotel Sustainability Benchmarking (CHSB) Index 2024. With more than 27,000 hotels contributing to the data set, CHSB is an industry-driven global initiative that compiles and benchmarks data on energy, water, and carbon emissions. For further details on hotel water intensity across other metropolitan areas and other environmental metrics, refer to the latest CHSB guidance document and public data set available on the [Greenview website](#).



→ HOTEL WATER USAGE INTENSITY

Based on the CHSB Index 2024, the 2022 median water usage per occupied among all hotels in the United States is 112.2 gal (representing a 2% decrease from 2021).

- For Full Service hotels, the top three metropolitan areas with the lowest median water usage intensity are Worcester, MA (89.9 gal per occupied room), Albany, NY (94.1 gal per occupied room), and Syracuse, NY (100.1 gal per occupied room).
- For Limited Service hotels, the top three metropolitan areas with the lowest median water usage intensity are Kalamazoo, MI (64.9 gal per occupied room), Hickory, NC (70.5 gal per occupied room), and Athens, GA (71.0 gal per occupied room)
- Comparing the service types, Limited Service hotels (105.0 gal per occupied room) have a lower median water usage intensity than Full Service hotels (141.1 gal per occupied room).

Top 15 metropolitan areas with the lowest median for full-service hotel water usage per occupied room (gal)

Rank	Metropolitan Area	Lower Quartile	Median	Upper Quartile
1	Worcester, MA	75.3	89.9	123.1
2	Albany, NY	86.3	94.1	135.4
3	Syracuse, NY	89.5	100.1	197.6
4	Pittsburgh, PA	78.9	100.2	164.5
5	Boston, MA-NH	86.7	101.7	138.8
6	Fargo, ND-MN	82.3	103.6	174.4
7	Anchorage, AK	66.8	103.8	139.7
8	San Francisco, CA	72.7	104.4	150.0
9	Raleigh, NC	86.1	106.2	132.2
10	Seattle, WA	87.6	107.6	140.8
11	Portland, ME	88.0	108.2	149.7
12	Madison, WI	101.6	109.2	134.1
13	Greensboro, NC	85.3	109.4	205.3
14	Savannah, GA	104.4	110.7	182.1
15	Montgomery, AL	90.0	110.7	222.1

Lower Quartile - 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.

Median - 50-percent marker within the data set. This is the middle value found within the geography and segment grouping.

Upper Quartile - the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.



Top 15 metropolitan areas with the lowest median for limited-service hotel water usage per occupied room (gal)

Rank	Metropolitan Area	Lower Quartile	Median	Upper Quartile
1	Kalamazoo, MI	41.7	64.9	138.5
2	Hickory, NC	55.2	70.5	91.3
3	Athens, GA	66.3	71.0	94.3
4	Clarksville, TN-KY	61.1	71.5	108.1
5	Kingsport, TN-VA	62.4	73.9	91.1
6	Syracuse, NY	56.0	76.3	93.7
7	Worcester, MA	65.1	77.2	103.6
8	Charleston, WV	77.3	80.3	149.7
9	Santa Rosa, CA	72.8	81.1	93.6
10	Gainesville, GA	77.6	82.7	93.1
11	Utica, NY	65.6	82.8	86.5
12	Bangor, ME	68.7	82.8	111.3
13	Bowling Green, KY	69.6	83.0	99.8
14	Ogden, UT	53.8	84.0	106.8
15	Seattle, WA	69.2	84.7	109.1

Lower Quartile - 25-percent marker within the data set. 25 percent of the properties within the geography and segment were at or below this figure.

Median - 50-percent marker within the data set. This is the middle value found within the geography and segment grouping.

Upper Quartile - the 75-percent marker within the data set. 75 percent of the properties within the geography and segment were at or below this figure.

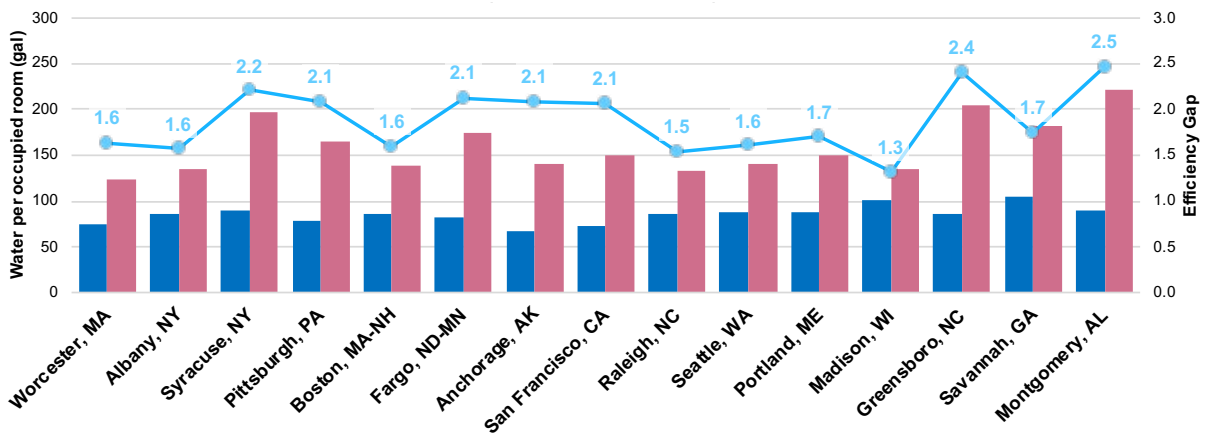


→ WATER EFFICIENCY GAP

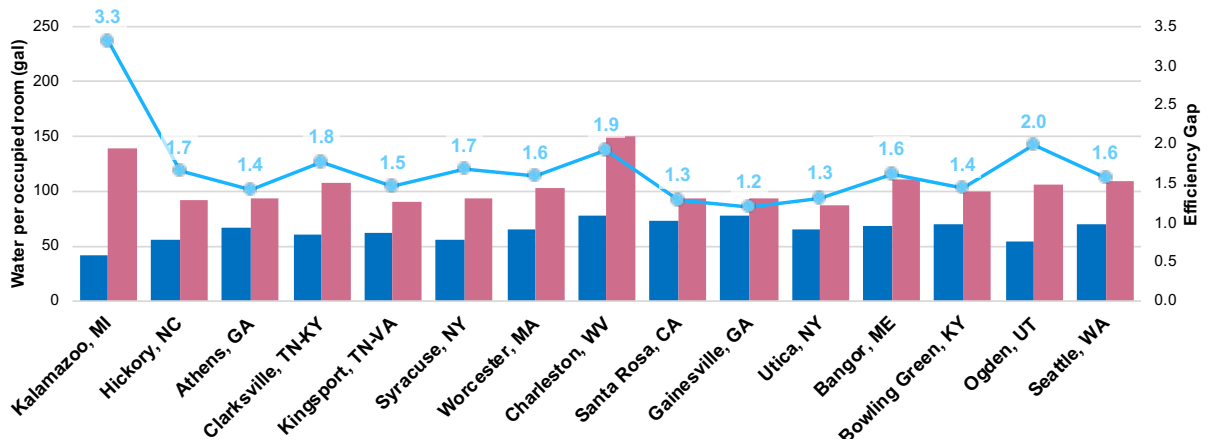
There is considerable dispersion in water intensity across hotels in the United States, with top hotels outperforming their peers by 1.5 to 2 times. For some metropolitan areas, the discrepancy could be higher than 3 times.

- For Full Service hotels, 13 out of the top 15 metropolitan areas have a water efficiency gap of more than 1.5, with 7 metropolitan areas recording 2 times or more.
- For Limited Service hotels, 9 out of the top 15 metropolitan areas have a water efficiency gap of more than 1.5, with two metropolitan areas recording 2 times or more.
- Limited Service hotels (1.60) tend to have lower water efficiency gaps compared to Full Service hotels (1.85), indicating a lower degree of dispersion among Limited Service hotels.
- The large energy efficiency gap for most metropolitan areas signals opportunities for lower-performing hotels to improve their water efficiency.

2022 Water Efficiency Gap (Full Service Hotels)



2022 Water Efficiency Gap (Limited Service Hotels)



Top 15 metro areas by median (ascending order)

Lower Quartile Upper Quartile Efficiency Gap



Policy Feature

Western U.S. states like California and Arizona face acute water scarcity issues due to prolonged drought conditions, exacerbated by climate change. This has intensified the need for sustainable water management practices to ensure long-term availability, with climate models predicting continued reductions in water supply reliability. In response, California is developing regulations requiring large water suppliers to develop water budgets and report detailed usage data, aimed at promoting efficient water use across urban areas. Similarly, Arizona mandates that community water systems produce annual water use reports, drought preparedness plans and water conservation plans, to reduce vulnerability to drought and prepare for water shortage conditions.

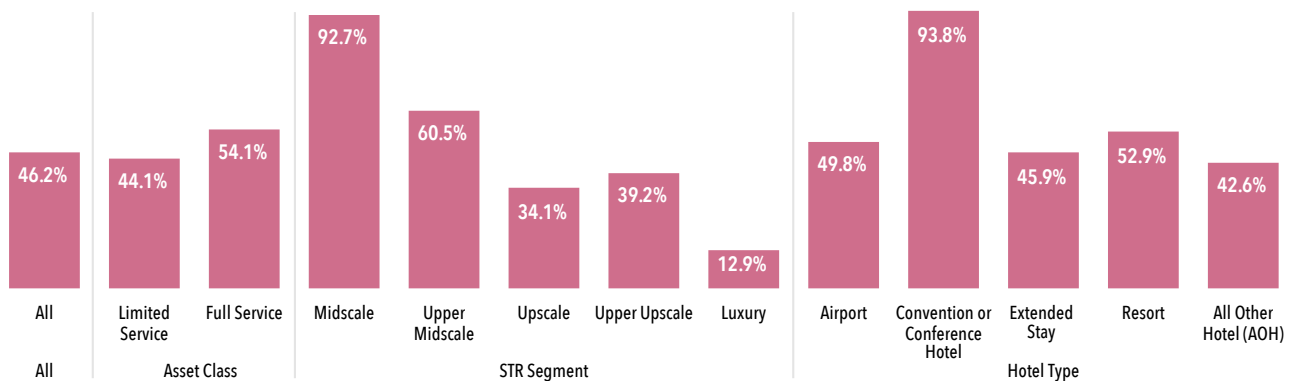
Regulatory measures have also extended to building owners, who are increasingly required to monitor and report water use under statewide and municipal building benchmarking efforts. Such schemes have been introduced in various cities, including Orlando, FL, Columbus, OH, San Jose, CA, and Reno, NV. In Reno, buildings are required to meet water performance targets, such as gradually improving their ENERGY STAR water score and ensuring that their water use intensity is as good as or better than half of all similar properties.

→ **WATER REDUCTION PLAN**

Hotels putting in place an action plan to reduce water use (with actions, roles and responsibilities defined) is an emerging practice.

- Almost half (46.2%) of all hotels have a water reduction plan.
- Convention/Conference hotels have the strongest focus on water reduction (93.8%), followed by Midscale hotels at 92.7%.
- Full Service hotels outperform Limited Service hotels, with adoption levels of 54.1% and 44.1% respectively.

Action Plan to Reduce Water Use



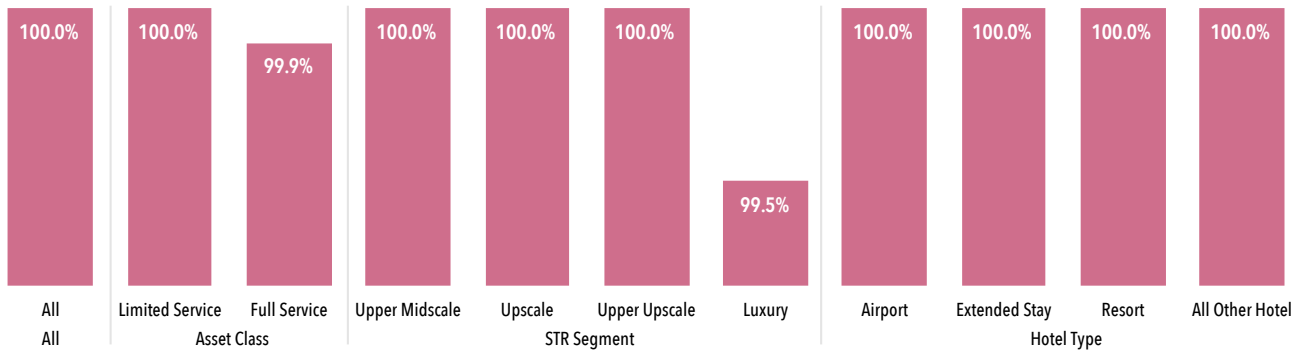


→ HOUSEKEEPING OPT-OUT

Hotels that allow guests staying for two or more nights to opt out of housekeeping service, or opt for limited housekeeping service is a common practice.

- All hotels (100%) allow guests to opt out of housekeeping services. This is consistently shown across all categories.

Housekeeping Opt-out



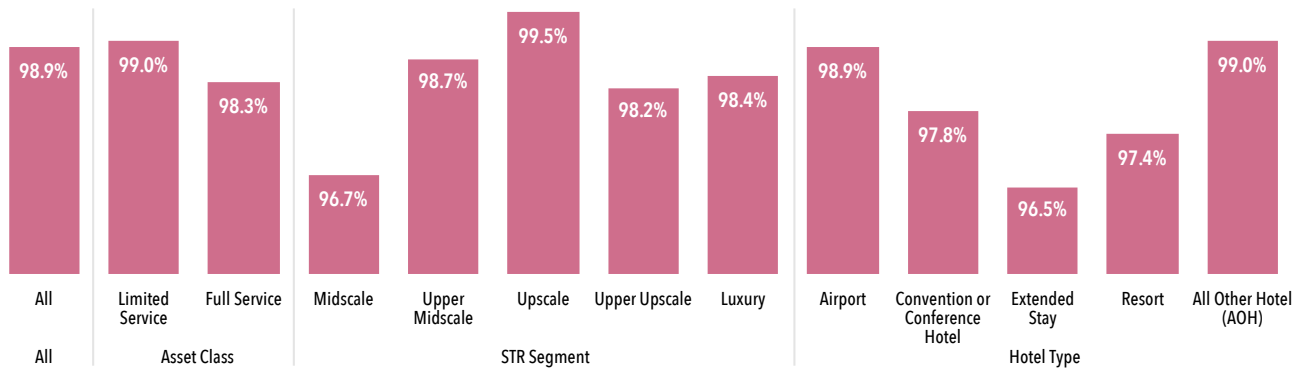
Footnote: Midscale and Convention/Conference segments are excluded from this chart due to insufficient data.

→ LINEN REUSE PROGRAM

Hotels having a bed linen reuse program in place is a common practice.

- Almost all hotels (98.9%) have implemented a linen reuse program.
- All hotels demonstrate strong adoption levels of this practice, with the lowest adoption rates seen in Extended Stay hotels (96.5%).
- For hotels that have a linen reuse program, the majority (49.2%) of hotels change bed linens by default every three days or more. Less than 1% of hotels change bed linens every two days or when requested by the guest.

Linen Reuse Program



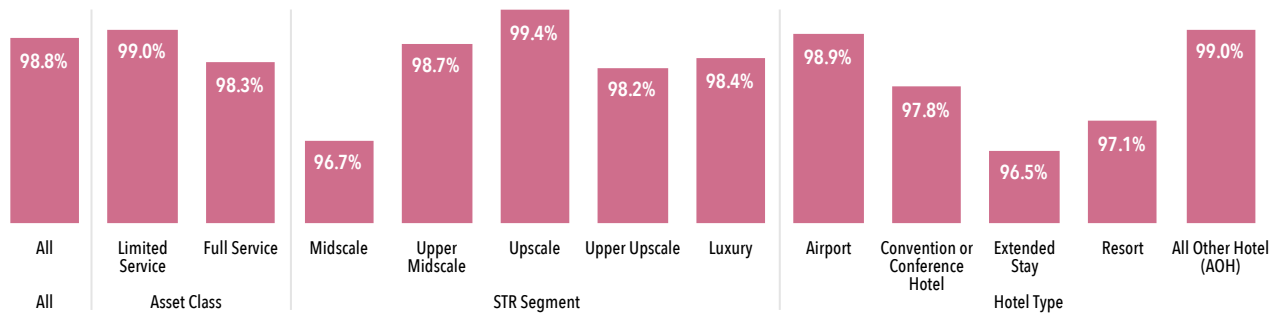


→ TOWEL REUSE PROGRAM

Hotels having a towel reuse program is a common practice.

- 98.8% of all hotels have a towel reuse program in place.
- The uptake rate remains generally high across service types, hotel types and STR chain scale segments, with adoption rates of 96.5% or more.
- The majority (51.4%) of hotels that have a towel reuse program change the towels only when requested by the guest. Luxury hotels demonstrated the highest adoption rate for this practice, with 88.1% of hotels changing towels only upon guests' request.

Towel Reuse Program

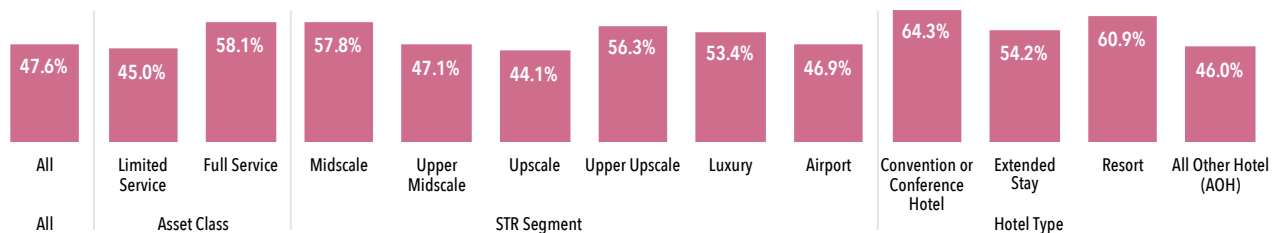


→ EFFICIENT SHOWERHEADS

Hotels having water-efficient showerheads in at least three-quarters of the property is an emerging practice. This is defined as showers that consume no more than 2 gallons per minute (7.6 liters per minute).

- 47.6% of hotels have efficient showers in three-quarters or more of the property.
- This is most commonly seen in Convention/Conference hotels (64.3%), followed by Resort hotels at 60.9%.
- Full Service hotels outperform Limited Service hotels, with adoption rates of 58.1% and 45% respectively.

% Efficient Showers



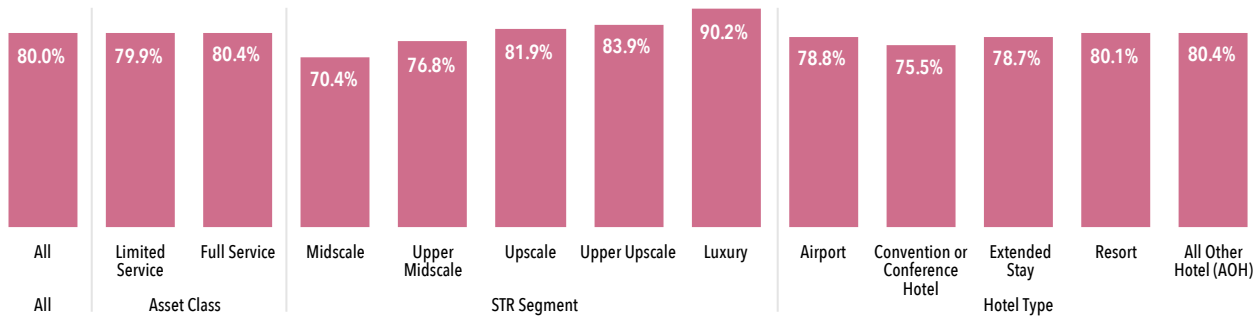


→ EFFICIENT TOILETS

Hotels having water-efficient toilets in at least three-quarters of the property is a common practice. This is defined as toilets that consume no more than 1.6 gallons per flush (6 liters per flush).

- 4 in 5 hotels have efficient toilets in at least three-quarters of the property.
- An increasing trend is observed across STR chain scale segments, from Midscale hotels (70.4%) to Luxury hotels (90.2%).
- The adoption rate of this practice remains largely similar across hotel and service types, with the exception of Convention/Conference hotels, which exhibit a slightly lower adoption rate of 75.5%.

% Efficient Toilets

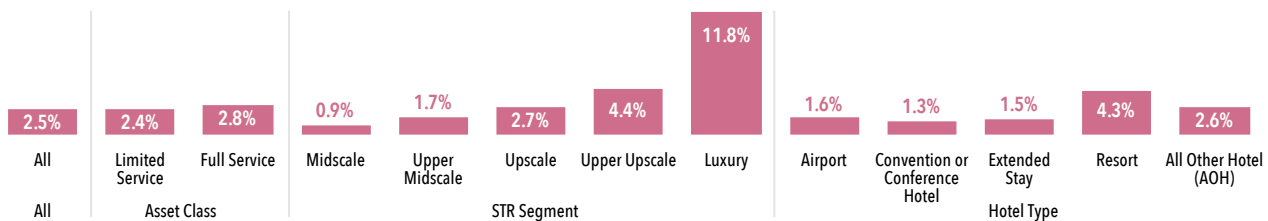


→ RAINWATER CAPTURE

Hotels capturing rainwater for reuse is an innovative practice.

- Only 2.5% of hotels capture rainwater for reuse, showing significant room for improvement in this area. Capturing rainwater for reuse helps to reduce reliance on municipal water sources, lowering water costs and conserving a valuable resource, especially in areas prone to droughts or water scarcity.
- Luxury hotels demonstrate the highest adoption levels for this practice, at 11.2%.
- Upper Upscale and Resort hotels demonstrate moderate adoption levels of 4.4% and 4.3% respectively.
- Midscale hotels exhibited the lowest adoption rate for this practice, at 0.9%.

Rainwater Capture



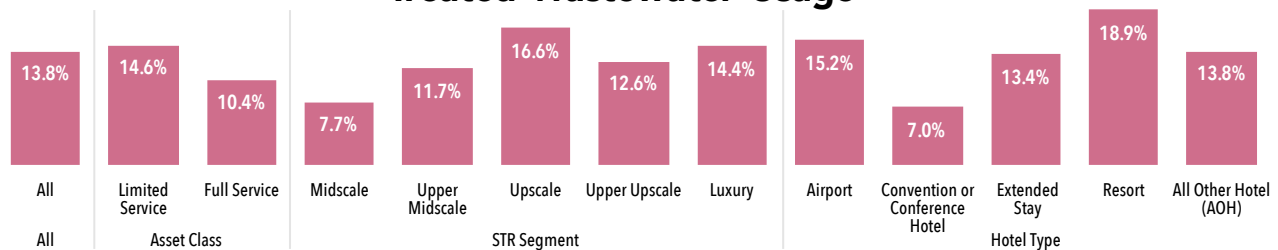


→ TREATED WASTEWATER REUSE

Hotels using treated wastewater for non-potable water applications (e.g., irrigation, toilet flushing) is an innovative practice.

- 13.8% of all hotels use treated wastewater for non-potable water applications.
- Resort hotels demonstrate the highest adoption levels for this practice, at 18.9%.
- Midscale and Convention/Conference hotels exhibit the lowest adoption rates, at 7.7% and 7% respectively.
- Limited Service hotels outperform Full Service hotels, with adoption rates of 14.65% and 10.4% respectively.

Treated Wastewater Usage

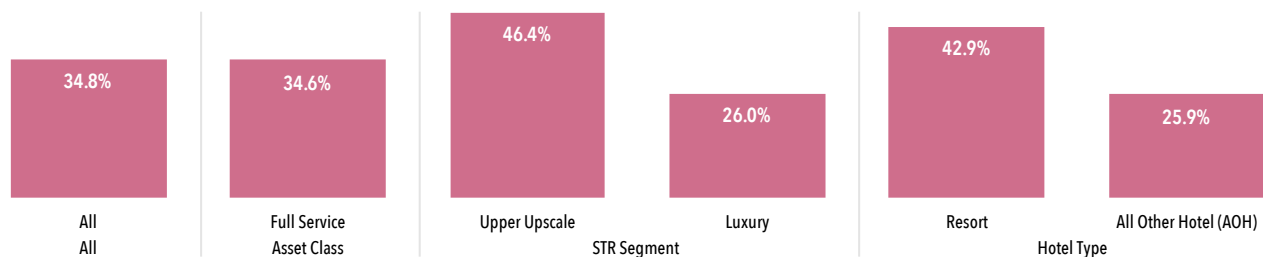


→ WATER EFFICIENT LAUNDRY

Hotels using water-efficient laundry equipment is an emerging practice. This includes equipment like front-loading washers, tunnel washers and ozone laundry systems.

- About one-third (34.8%) of hotels use water efficient laundry equipment.
- Upper Upscale hotels are in the lead, with 46.4% of hotels adopting this practice. This is followed by Resort hotels, with an adoption rate of 42.9%.
- Luxury hotels exhibit low adoption levels of this practice, at 26%.

Water Efficient Laundry Equipment



Footnote: Limited Service, Midscale, Upper Midscale, Upscale, Airport, Extended Stay and Convention/Conference segments are excluded from this chart due to insufficient data.

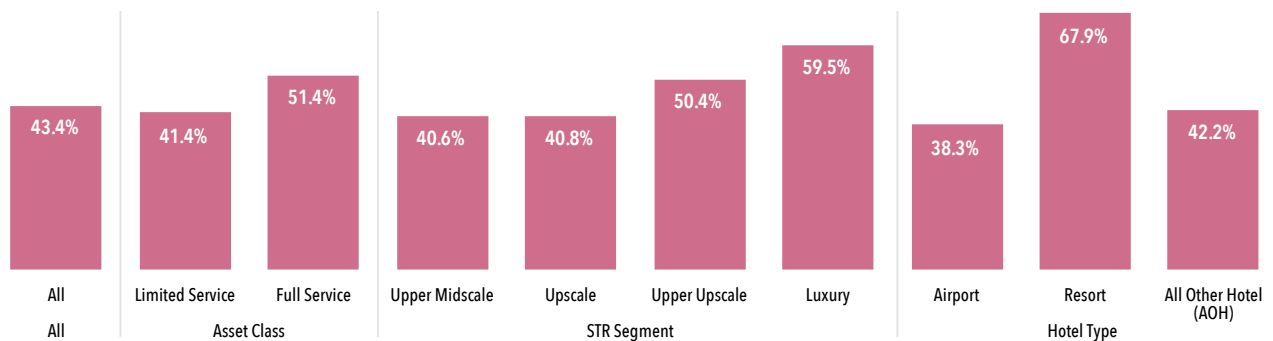


→ DROUGHT-TOLERANT LANDSCAPING

Hotels using native or drought-tolerant landscaping to reduce irrigation needs is an emerging practice.

- 43.4% of all hotels use native or drought-tolerant landscaping to reduce irrigation needs.
- Resort hotels show the highest adoption rates at 67.9%, while airport hotels have the lowest at 38.3%. This difference may be attributed to the varying land area sizes and the scale of landscaping needs between the two types of hotels.
- Full Service hotels outperform Limited Service hotels, with adoption rates of 51.4% and 41.4% respectively.
- An increasing trend is observed across STR chain scale segments, from Upper Midscale (40.6%) to Luxury hotels (59.5%).

Drought-tolerant Landscaping



Footnote: Midscale, Extended Stay and Convention/Conference segments are excluded from this chart due to insufficient data.



Hotel Highlight

EMBASSY SUITES SAN DIEGO BAY – DOWNTOWN

Situated in San Diego, where drought conditions pose a serious threat, Embassy Suites Downtown San Diego Hotel has included native and drought-tolerant landscaping to greatly reduce irrigation needs. This eco-conscious initiative conserves water while providing natural decor to the hotel’s surroundings.

ABOUT GREENVIEW

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Founded in 2008 as one of the leading sustainability services providers for hospitality and tourism and having served over 100 clients to-date, [Greenview](http://www.greenview.sg) supports organizations with their corporate responsibility and sustainability platforms to drive profitability, streamline data management, keep up with trends and provide effective communications for their stakeholders by leveraging the power of data, standardized guidelines, best practices, and innovation.

With offices in Singapore and Washington, DC and a fulltime team of 30, Greenview absorbs global trends and best practices through a constant lens of relevance and application to our clientele. Having played a key role in developing many of the hotel industry's sustainability methodologies and frameworks, as well as managing its largest collaborative sustainability initiatives, Greenview leverages its existing network and resources to enhance value for our clients during each engagement across our services, including Greenview Portal, leading hotel sustainability software, advisory and implementation services, data analytics and intelligence, and industry-wide initiatives.

ABOUT AHLA & RESPONSIBLE STAY



The American Hotel & Lodging Association (AHLA) is the largest hotel association in America, representing more than 30,000 members from all segments of the industry nationwide – including iconic global brands, 80% of all franchised hotels, and the 16 largest hotel companies in the U.S. Headquartered in Washington, D.C., AHLA focuses on strategic advocacy, communications support, and workforce development programs to move the industry forward. Learn more at www.ahla.com.



To further strengthen the hotel industry's longstanding commitment to sustainability, America's hotels are reducing carbon emissions through efforts focused on energy efficiency, waste reduction, water conservation, and responsible sourcing practices in order to

make meetings, events, and guest experiences as responsible as possible. By focusing on these core principles, we will continue to strengthen environmental policies, education, and resources to provide a 'responsible stay' for guests, protect the future of our planet, and support communities across the country. Learn more about [Responsible Stay](#).

HOTEL KITCHEN

World Wildlife Fund (WWF) and the American Hotel and Lodging Association (AHLA), with support from The Rockefeller Foundation, came together to work with the hospitality industry on understanding and reducing food waste. Through research and a series of demonstration projects with properties across the country, innovative strategies were identified to engage staff, partners and guests in cutting waste from hotel kitchens. Learn more about [Hotel Kitchen](#).



[Green Key Global](#) is a pioneering certification organization dedicated to promoting sustainable practices within the hospitality industry.

Owned and operated by the [American Hotel & Lodging Association \(AHLA\)](#) and [Hotel Association of Canada \(HAC\)](#) and established to drive measurable sustainability change, Green Key Global works with properties of all sizes to improve their sustainability performance and sets benchmarks that enable hotels, resorts, and event spaces to reduce their ecological footprint through responsible resource management and best practices. From eco-friendly practices to energy management, our programs provide the framework for sustainable growth.

ABOUT THE BASICS

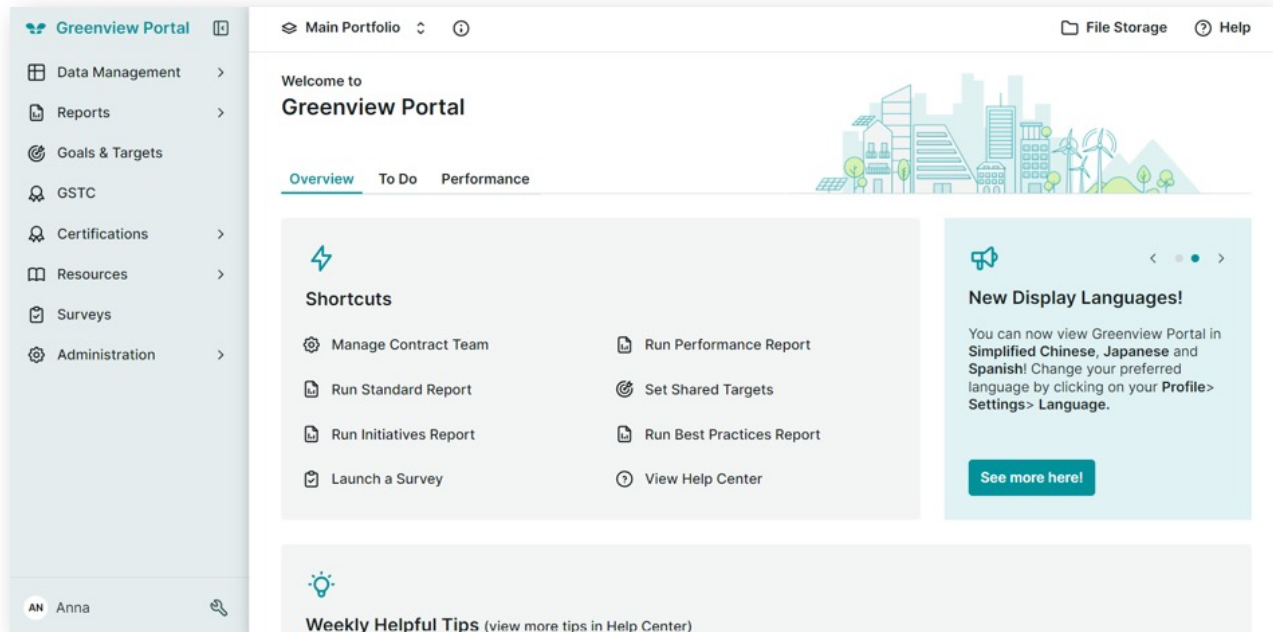
This U.S. Market Report highlights 12 fundamental sustainability practices from the Hotel Sustainability Basics Framework (“The Basics”). The Basics were created under the leadership of the World Travel & Tourism Council (WTTC) with technical advisory from Greenview. They represent essential sustainability actions that all properties can and should adopt.

As both the premium verifier of The Basics and the author of GLTR, Greenview is pleased to provide insights on attaining Basics verification and best practices beyond The Basics.

This report pays close attention to the industry’s uptake of 17 best practices aligning with The Basics. Best practices aligning with The Basics are marked with the Basics logo in section headers and bullet points.

If your hotel is keen on pursuing The Basics, consider a Greenview Portal subscription to access a seamless transition from initial guidance to final verification. Expect concise instructions, clear action items and a prompt support channel to help you kickstart your sustainability journey.

ABOUT GREENVIEW PORTAL

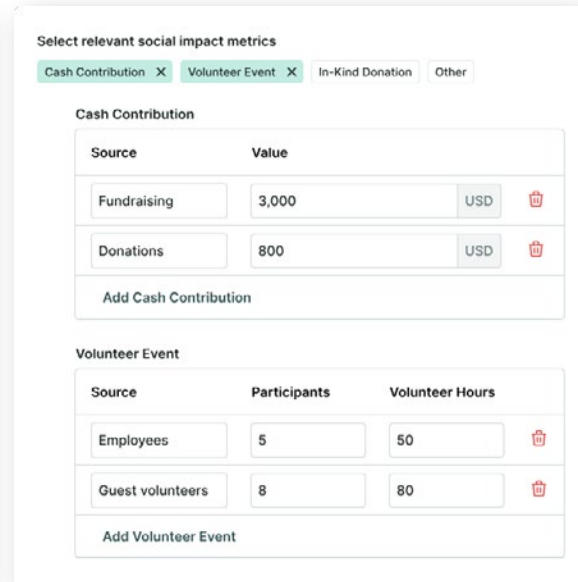
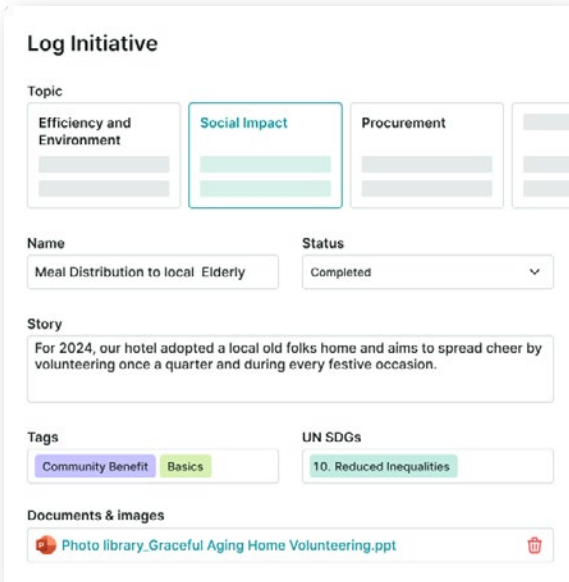
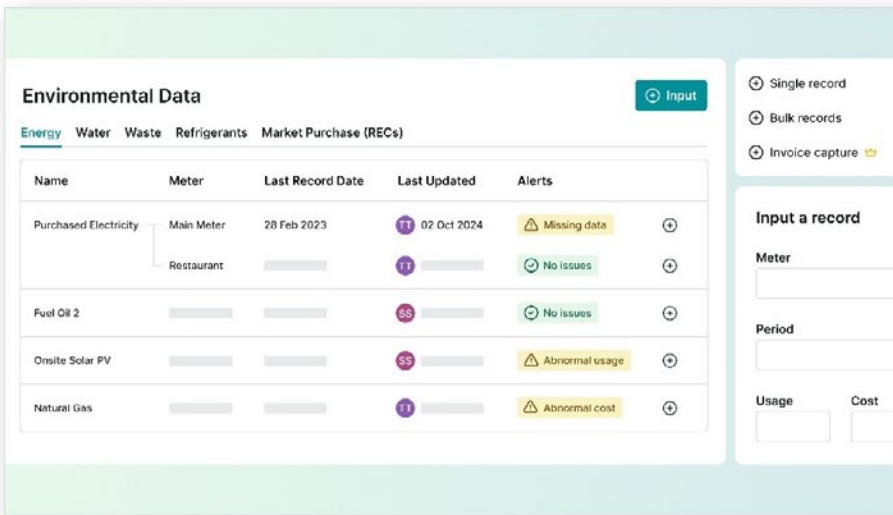


Greenview Portal

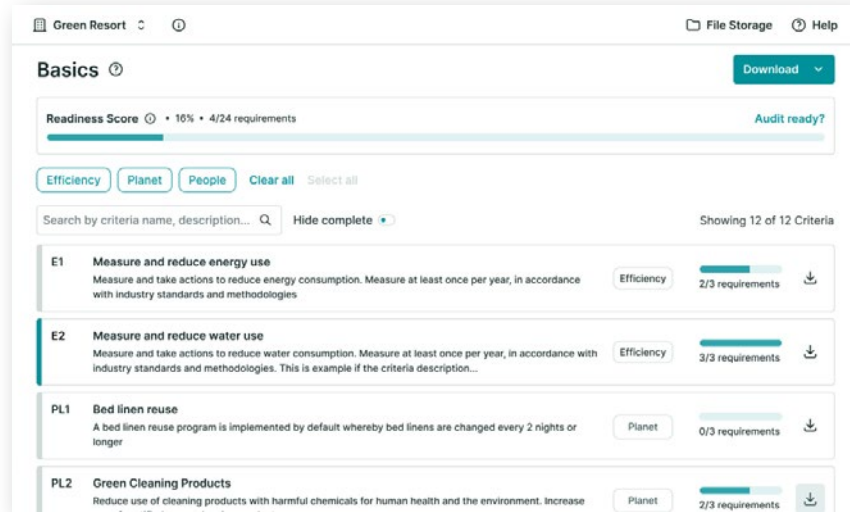
The GLTR is powered by Greenview Portal, the industry's leading hotel sustainability software. Our platform has been created by industry experts, for hotels and hotel companies seeking to collect source data on a single platform, enhancing collaboration and sustainability performance management through technology and automation. Greenview Portal enabled hotels to participate in the GLTR seamlessly through the platform, facilitating and optimizing team collaboration as Best Practices questions often span across different departments.

Other Key Features of the Greenview Portal:

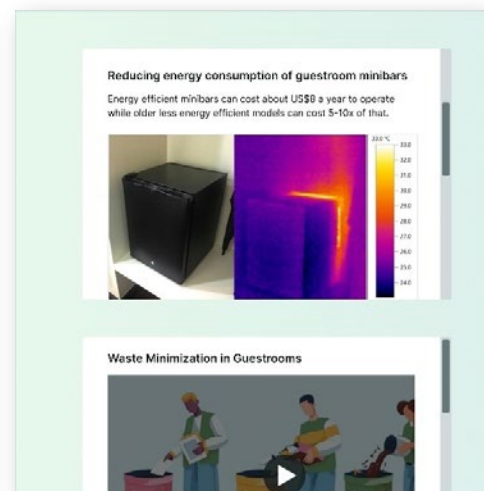
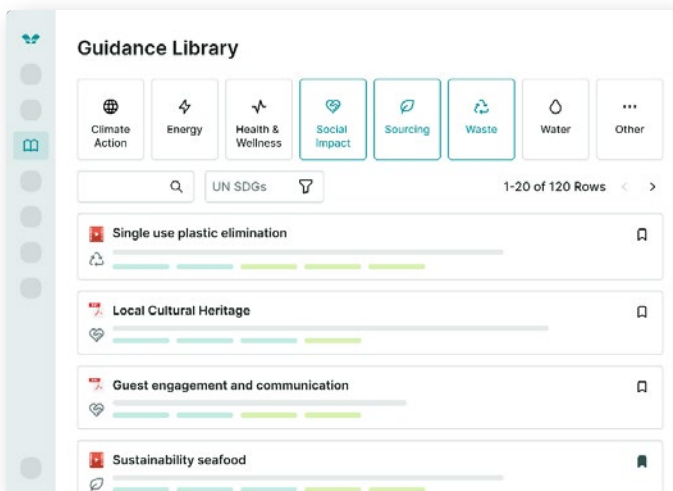
- **Centralized Cloud-Based System:** Designed for property teams to collaborate on sustainability, with roll-up capabilities for portfolio-wide reporting. Track and manage all environmental and sustainability initiatives on a single platform, simplifying data management and reporting across your hotel or company.



- **Streamlined Data Input and Validation:** Track and monitor environmental performance with automated data validation that promptly identify data health concerns.
- **Capture Scope 1, 2, 3 Emissions Calculations:** Automatically calculate carbon emissions and identify carbon offsetting opportunities as needed.
- **Real time insights through advanced dashboard analytics:** Gain KPI-driven insights into property and portfolio performance with dynamic data visualizations, empowering smarter decisions and boosting sustainability outcomes. Benchmark performance within the portfolio and with peer hotels of similar location and profile.
- **Accelerate progress against targets:** Set and automatically track progress against any sustainability targets as data is entered on Greenview Portal.



- **Work towards Industry Certifications:** Many of the Best Practices included in GLTR count towards achievement of sustainability standards like Basics, GSTC, Green Key Fee and Green Key Global. Take the guesswork out of certification preparations with step-by-step instructions, guidance on particular topics and templates to help achieve certification as smoothly as possible.



- **Curated Guidance Library:** Discover 100+ expert articles and videos from Greenview’s consultants, covering no-cost efficiency tips, responsible procurement, guest engagement, and more. This guidance supports hotels with implementing best practices, engaging staff for greater impact and achieving efficiency cost savings.

Task Management (4 tasks)

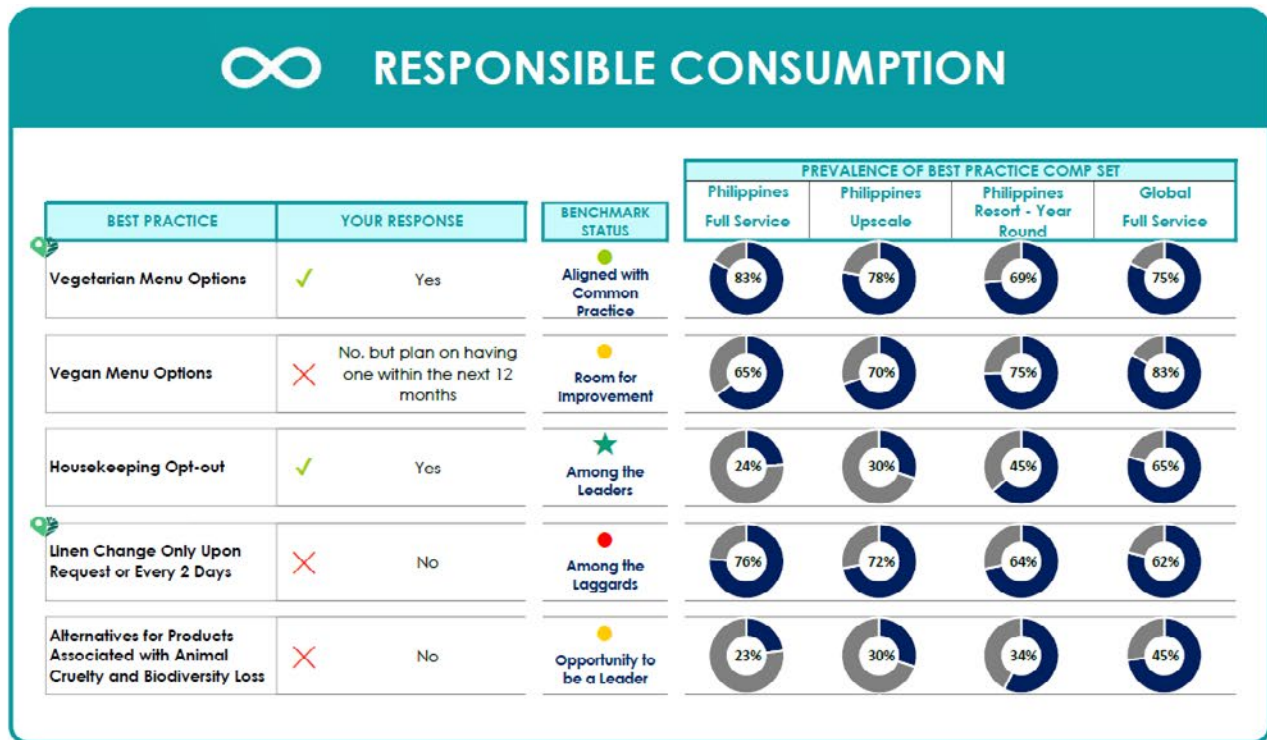
Search by task name Status Only my task

No.	Task	Status	Deadline	Assigned To	Creator
1.	F&B-Propose vegetarian menu options	Not Started	21 Nov 2024	LK	AN
2.	Housekeeping- Revise Linen reuse SOP	In Progress	30 Dec 2024	AN	AN
3.	Engineering- Develop Energy Action Plan and identify candid...	Not Started	08 Jan 2025	LK	AN
4.	Stewards- Identify top waste streams	Completed	31 Oct 2024	AN	AN

- **Interactive Policy Tracker:** Keep a pulse on evolving sustainability regulations with a comprehensive dashboard that highlights key ESG policies tailored to your hotel and portfolio. Get expert, hospitality-focused insights, all powered by the same database driving the policy insights in this report.
- **Promote staff engagement and understanding of sustainability:** Unlimited property users allow your entire team to access Greenview Portal’s features and resources, empowering everyone with the insights and inspiration needed for successful sustainability implementation.
- **Stay on top of ESG trends:** Benefit from continuous feature updates that incorporate the latest industry methodologies, trends, and guidance to keep your sustainability practices current.

Explore how the [Greenview Portal](#) can transform your sustainability journey, helping your business thrive while fostering a more sustainable future. Review our [price plans](#) and start your [free trial](#) today!

ABOUT THE HOTEL BENCHMARKING REPORT



The free hotel benchmarking report is available for all 2024 Green Lodging Trends Report participants. This report provides benchmarks against best practices aligned with The Basics as well as other key actions that will advance the industry. The benchmarks will share how each hotel is performing against its peers by geographic location, service type, hotel type and STR chain scale segment. The report is confidential and only distributed to the companies for distribution (if data was received by the company via bulk data share) or directly to the hotels (if data was received via Greenview Portal). A sample page from the report is provided for illustrative purposes.

For any questions regarding the individual benchmarking report, please contact support@greenviewportal.com.