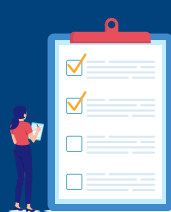


## Increasing market competitiveness

*Be ahead of the game!*

By prioritizing sustainability in your business operations, you can stay in sync with market trends and gain a competitive edge. Acquiring a sustainability certification for your initiatives can boost your market position and unlock new opportunities. Even small steps towards sustainability can make a significant impact.

Example: Develop a sustainability checklist for your business or adopt an internationally recognized checklist such as the Hotel Sustainability Basics developed by the World Travel and Tourism Council.

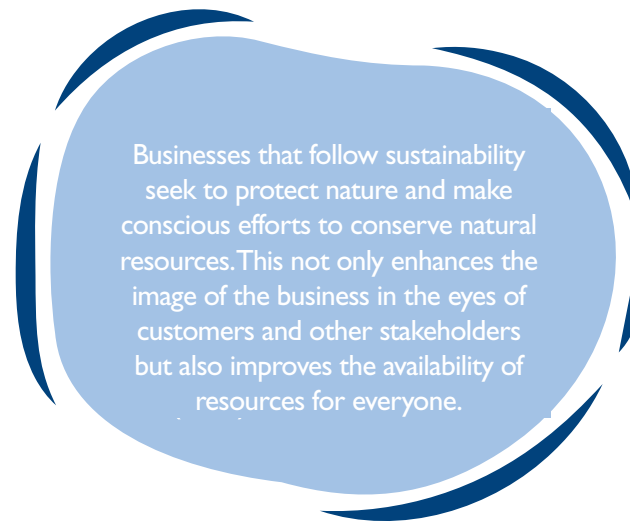


## Reducing operation costs

*Small changes add up to big results!*

Being sustainable also means being efficient and conscious about consumption, leading to long-term benefits like reduced operational costs. Investments in solar and water filtration systems, although initially expensive, provide substantial benefits over time, making them worthwhile investments in the long term. To embark on the sustainability journey, start by assessing your energy, water, and waste consumption, monitoring usage as a first step towards change. Simple actions like minimizing plastic and non-compostable packaging can decrease waste generation, handling time, and disposal costs.

Example: Implementing a towel and linen reuse program will significantly reduce electricity and water consumption costs as well as personnel time.



Businesses that follow sustainability seek to protect nature and make conscious efforts to conserve natural resources. This not only enhances the image of the business in the eyes of customers and other stakeholders but also improves the availability of resources for everyone.

## What is sustainable tourism?

Sustainable tourism means tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

If not YOU, then WHO? act today 🏡 think sustainably 🌱  
#planetearth #futuregenerations #betheinspiration 🌍



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## Business Case for Sustainability



Booking.com's Sustainable Travel Report 2022 says 46% of travelers stayed in sustainable accommodation at least once in the year.

Sustainable Travel Study by Expedia Group (2022) states 90% of consumers look for sustainable choices when traveling.



## What do these numbers mean for your business?

- The global demand for sustainable travel choices, accommodation and services is rising.
- Travelers are increasingly seeking ways to minimise their environmental impact.
- Sustainability is a crucial factor that influences consumer decisions in the tourism industry.

Adopting sustainability is no longer an option but a necessity. Make sustainability your business and gain a competitive edge in the tourism market!



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# Business Case for Sustainability

## Improve risk management

Tourism businesses face risks from multiple sources, with climate change being a major concern that affects natural tourism products, food supply chains, and vital resources like water. Embracing sustainable practices not only mitigates these risks but also presents opportunities to provide guests with unique experiences.

Example: Buy goods made/grown locally and use local companies to provide services, instead of using national/multinational companies. This reduces the effect of external shocks on your supply chain, in turn supporting the resilience of your business.



## Attracts and retains employees

A company that has sound labor policies, attractive and sustainable employee benefits and a positive work environment will attract talented employees and retain them. This will increase the productivity of the business operation, reduce time and funds spent on recruitment, dispute resolution etc., allowing the business to grow and be more profitable.

Example: Giving paid leave and compensation for overtime creates a satisfactory work life balance, which also leads to better levels of productivity.



## Access to financing

An enterprise driven by a sustainable model will receive opportunities to obtain grants to further their sustainability agenda. With the growing number of risks stemming from climate change, resource depletion and the shift in the expectations of business values, investments are naturally drawn towards sustainable business models.

Example: Donor funded projects often give grants for businesses practicing inclusivity and sustainability in innovative ways.



## Customer satisfaction and positive publicity- Satisfied customers will bring in repeat sales

Research shows that people prefer conscious tourism operators/businesses and are willing to spend more money on operators following sustainable business practices. Travelers want to feel good about the travel choices they make and want to know that the money spent on holidays benefits rural communities. Positive reviews on web-based travel platforms that may result will also increase business.

Example: Adhering to best practices in wildlife conservation and interactions will make your destination popular among tourists as an ethical destination, thereby drawing more visitors to the area for an optimum experience.



## Drives internal and external innovation

Creating efficient and creative guest experiences is possible when employees and management embrace sustainability. Building partnerships with the local community and stakeholders cultivates social and cultural capital, leading to innovative solutions that enhance the tourism product. For instance, businesses can support community initiatives by providing raw materials for local handicrafts and subsequently buying it back or enabling the sale of these products within their property.

Example: Internally, staff can use kitchen waste such as orange and lemon peels to make jams or preserves.



## Sustainability leads to stability

Adopting sustainability is not only about the people and the planet but very much about the resilience and continuity of your business. Sustaining the people and resources your business is dependent upon also contributes to the financial stability of a business.

For example, diversifying your product and adding value expands the range of goods and services that your business has to offer. Similarly, using locally sourced goods and materials over imported items will reduce cost.

Example: Celebrate and promote the unique aspects of the local culture by using local materials for furniture, upholstery, and create menus and drinks using local ingredients.

