



**USAID**  
FROM THE AMERICAN PEOPLE

# What You Can Do To Drive Sustainability

**1 Health and Safety:**  
Adhere to food safety standards and good hygiene practices. Have a first aid kit and know who to call if there is an emergency.

**2 Communicate Your Values:**  
Travelers want to know about your sustainability practices. Keep them informed.

**3 Ask for Feedback:** Encourage guests to share their feedback and monitor online comments.

**4 Connect Customers with Local Businesses:**  
Help your guests discover local goods and services that will enhance their experience.

**5 Contribute to Sustainability in Your Community:** Ensuring good guest experiences goes beyond a business and its immediate property – it depends on the destination as a whole. How can you help your community be more sustainable?



## Reviews are POWERFUL!

**90%** of shoppers read online reviews before deciding to buy

**88%** of people trust reviews as much as personal advice

**32%** of customers read 4-6 reviews before trusting a business

**95%** of people share bad customer experiences with others and 54% spread the word to at least five others