MAY 2022

Eco-Friendly Practices: A Moral Imperative

A recent study found that 72% of global travelers are inclined to make sustainable travel choices, and are more likely to book an accommodation if they know it is eco-friendly. Obviously, hotels must take action to address these issues-not only because it's a moral imperative but because it makes good business sense. One leading hotel chain recently committed to only buying furniture from reclaimed wood. Another replaced their mini-fridges and coffee machines in each room and instead, provide them in a communal area to reduce electricity usage. One hotel chain collects their food waste and converts it into biofuel, and another became the first to make use of environmental blockchain technology to offset its carbon footprint. Guests can spend their credits on initiatives that "develop, protect and conserve natural ecosystems." The May issue of the Hotel Business Review will document what some hotels are doing to integrate sustainable, eco-friendly practices into their operations.

Editorial Deadline: **Wednesday, March 16, 2022**
Advertising Deadline: **Wednesday, April 20, 2022**
Run Date: **05/01/2022 - 05/28/2022**

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