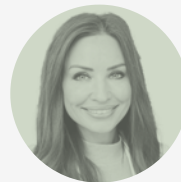
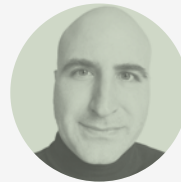
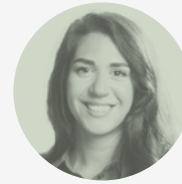


HYB25

Sustainability Tech Edition

Unlocking Smart & Sustainable Tech
Solutions for Hospitality



The Hotel Yearbook

Foresight and innovation in the global hotel industry

HYB



Fragmentation to Transformation: Sustainability Data and the Future of Hospitality

Sustainability Metrics

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Sustainability has become a defining priority across the travel and hospitality industries, driven by increasing consumer awareness and urgent global climate concerns. As hotels and hospitality providers strive to reduce their environmental impact, data has emerged as a powerful tool to guide decision-making, improve efficiency, and meet evolving sustainability goals. The ability to collect, analyze, and act upon sustainability data is no longer optional but essential for businesses looking to remain competitive in an era in which travelers demand transparency and accountability.

THE ROLE OF DATA IN SUSTAINABLE HOSPITALITY

Data is the backbone of any successful sustainability initiative in the hospitality industry. Our recent survey revealed that more than a third of senior sustainability decision-makers identified technological advancements – particularly those that enhance operational efficiencies and improve data accessibility – as the most significant drivers of environmental progress. By measuring key sustainability

metrics such as energy consumption, waste management, water usage, and carbon footprint, hotels can pinpoint inefficiencies, optimize resource use, and implement cost-effective solutions to minimize their environmental impact.

Operational optimization is essential for reducing a hotel's ecological footprint. For example, real-time dashboards, risk and compliance management tools, and scheduled equipment maintenance can empower hotels to take a proactive approach to environmental sustainability. Preventative maintenance extends equipment lifespan, reduces waste, and enhances efficiency. These data-driven strategies not only lower operational costs but also support long-term environmental sustainability goals, ensuring that hotels operate more responsibly and efficiently.

THE CHALLENGE OF DATA FRAGMENTATION

One of the most significant challenges on the path to net-positive hospitality over the next few years will be the management of sustainability data and the technology needed to measure, aggregate, and standardize this information effectively. Currently, sustainability data is scattered and fragmented, making the decision-making process difficult. Without standardized data, hotels struggle to establish cohesive sustainability strategies, and travelers lack the necessary transparency to make informed choices about their stays.

Access to this data is essential not just for hotels to refine and implement sustainability strategies but also for travelers who increasingly prioritize environmentally conscious options. The standardization of sustainability data will be critical in enabling hospitality providers to track progress, compare performance, and make data-driven improvements that align with regulatory requirements and consumer expectations.

Industry collaborations, such as the World Sustainable Hospitality Alliance and Travalyst, are actively working to create unified sustainability criteria that allow hotels to consistently report their environmental and social impact.

LEVERAGING TECHNOLOGY TO ENHANCE ENVIRONMENTAL SUSTAINABILITY DATA

Technology is playing a pivotal role in accelerating environmental sustainability efforts. Energy efficiency remains a top priority, with Amadeus data revealing that 36% of hotel leaders identify technology-driven operational efficiencies as a significant catalyst for sustainability, while 29% plan to integrate energy-efficient practices into their operations. However, for these initiatives to succeed,

hotel leaders have emphasized the need for sustainability training, clear budget allocations, access to technological solutions, and guidance on enabling travelers to make more sustainable choices.

Cloud-based solutions, data-driven analytics, and automation are transforming how hotels manage energy use, reduce waste, and streamline operations. Yet, despite these advantages, many hotels face barriers such as cost concerns, limited knowledge, and resource constraints. Overcoming these requires strategic investments in technology and greater industry collaboration to make sustainable solutions more accessible and cost-effective.

One innovative initiative demonstrating the power of environmental sustainability data is the HRS Green Stay label, which allows businesses to select hotels based on sustainability criteria. By providing transparency around environmental impact, corporations can encourage hotels to adopt more environmentally conscious solutions, reinforcing the value of environmental sustainability data in decision-making.

SOCIAL SUSTAINABILITY AND THE ROLE OF DATA IN ACCESSIBILITY

Sustainability in hospitality extends beyond environmental considerations; it also encompasses social sustainability. Hotels play a critical role in fostering inclusive and accessible environments for all travelers, and data can be used to identify accessibility gaps to enhance the guest experience. By tracking customer feedback and accessibility-related service requests, hotels can better understand the needs of diverse guests and implement targeted improvements.

Social sustainability also extends to equitable pay, professional development, and employee well-being. Many hotels are growing their efforts beyond their properties by engaging with local communities and promoting responsible tourism. Data analytics play a crucial role in these initiatives, helping hotels address workforce challenges, reduce over-tourism, and promote more conscious travel choices. According to our research, 98% of ESG leaders believe technology has the potential to drive social progress within the travel sector, with 20% emphasizing the importance of using big data to identify and address skill shortages.

PROMOTING ENVIRONMENTAL AND SOCIAL SUSTAINABILITY

Sustainability is not a challenge that can be tackled in isolation. Industry leaders must collaborate with stakeholders and partners, building alliances that drive meaningful progress. The journey toward sustainability is ongoing, requiring continuous innovation, investment, and commitment.

Collecting data is only the first step. Its true value lies in how it is used to drive change. Hotels that effectively leverage data can reduce their environmental impact, enhance guest experiences, and improve financial performance. Beyond environmental efforts, data also plays a crucial role in social sustainability initiatives, fostering inclusivity, accessibility, and supporting employee well-being.

By embracing a data-driven approach, hotels can move beyond good intentions and take tangible actions that benefit both the planet and their business.





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How can sustainability be communicated beyond clichés and greenwashing?

Hotel Sustainability: Top 3 Technologies to Implement in 2020

Who makes hospitality sustainability happen: Governments, Industry, Consumers?

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