

# Boosting sustainability

In the tourism sector

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hotelscan



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SUSTAINABLE TRAVEL INSIGHTS

# Climate change considerations are a relevant factor in travel decision-making



47%

Awareness about climate issues in certain destinations



34%

Have started to limit air travel



43%

Interest in helping local communities



45%

Concerns about the environment



OUR STRATEGY TO INCREASE MORE SUSTAINABLE CHOICES

# We leverage on our audience reach to foster travellers awareness



× Hotel stay emissions estimations

5-star hotel	44.5 kg CO2
4-star hotel	16 kg CO2
3-star hotel	9.8 kg CO2
2-star hotel or less	7.8 kg CO2

Emissions are estimated and compared by CHOOOSE, per room, per night for your destination. For more details, please visit the Useful information page on our homepage.



planet  
**HEART**

Travel with love.



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## Eco-Management and Audit Scheme (EMAS)

The Eco-Management and Audit Scheme (EMAS), developed by the European Commission, is a corporate premium management instrument to evaluate, report, and improve organisations' environmental performance.

EMAS-certified accommodations implement a comprehensive management system that assesses, improves, and reports on their sustainability impacts, resulting in better environmental outcomes - all verified through independent audits.

Choosing EMAS-certified accommodations means supporting efficient use of energy and water, CO2 emissions reduction, waste prevention, recycling, green procurement, and sustainable mobility.



### Why EMAS?

Take a look at why EMAS-certified options stand out:

- **Transparency and Accountability.** Through the EMAS Environmental Statement, registered organisations provide clear and verifiable information on their environmental performance in line with the forthcoming Green Claims Directive requirements and compatible with the reporting requirements of the Corporate Sustainability Reporting Directive (CSRD).
- **Credibility and compliance.** As EMAS guarantees the registered organisations comply with all applicable legal environmental requirements, it enhances the credibility of the company in the value chain and reduces environmental reputational risks.
- **Innovation and Continuous Improvement.** EMAS encourages ongoing innovation, helping organisations to exchange good practices between them and providing examples of how to reduce their environmental impact.

### How can you make a difference?

By choosing sustainable-certified accommodations, you contribute to the EU's goal of climate neutrality by 2050!

Ready to make an eco-conscious choice for your next stay?

Discover outstanding hotels with the [EU Ecolabel catalogue](#) and [EMAS interactive map](#)<sup>4</sup>, and join the leaders in sustainability.

<sup>1</sup> EU Ecolabel for tourist accommodation

<sup>2</sup> UNWTO (2008), *Climate Change and Tourism – Responding to global challenges*

<sup>3</sup> [TUI and UNEP \(2021\)](#)

<sup>4</sup> For more advanced search options, check out the [EMAS Global Register](#) for comprehensive and detailed listings.



WE ARE COMMITTED TO HIGHLIGHTING OUR PARTNERS' SUSTAINABILITY EFFORTS

**We advocate for the adoption of  
trusted certification as an opportunity for  
both customers and providers**



The background is a solid pink color with a repeating pattern of overlapping triangles in a slightly darker shade of pink. The triangles are arranged in a way that creates a sense of depth and movement.

**Thank you**