

# GREEN STAY INITIATIVE



**The need for sustainable travel has never been greater.** 10% of Fortune 500 companies – several of which are HRS clients – have joined the Climate Pledge with the aim to be carbon neutral by 2040, including brands such as Amazon, Microsoft and Siemens. Companies are looking into all aspects of their business to reduce emissions, including the lodging category.

## ENVIRONMENTALLY FRIENDLY STAYS

The Green Stay Initiative is a free self-report that assesses your hotel's ecological footprint. It takes a scientific approach to decarbonizing hotel stays, reporting on carbon, water and waste. Green Stay is a first-of-its-kind solution that gives corporations and employees a way to organize travel more sustainably. By completing your free assessment and engaging in HRS RFP's, you stand to benefit from this green wave.

Green Stay is based on leading industry approaches, such as the Hotel Carbon Measurement Initiative (HCMI) and work by the World Travel & Tourism Council, Global Sustainable Tourism Council and the Green House Gas Protocol.

## BENEFITS OF GOING GREEN

HRS offers:

- ✓ Free online footprint analysis
- ✓ Aligned with global standards
- ✓ Benchmark against your competitors (helping you to stay ahead)
- ✓ Marketing material for all Green Stay hotels



**We are going to reduce our CO2 emissions by 50% until 2020 and will be CO2 free by mid or end of the next decade.**

Joe Kaeser,  
CEO and President Siemens AG



**Our strategy is helping us lay the groundwork for climate-neutral and sustainable mobility.**

Ola Källenius  
Chairman of the Board of Management of Daimler AG and Mercedes-Benz AG



**In our third decade of climate action, we are going even further to help build a carbon-free future for everyone.**

Sundar Pichai  
CEO of Alphabet and Google

# 67%

**OF CITIZENS WANT MORE CLIMATE ACTION FROM GOVERNMENTS**

# 21%

**OF THE EMISSIONS OF AN AVERAGE BUSINESS TRIP ARE ACCOUNTED FOR BY HOTELS.**

# 88%

**OF BUSINESS DECISION MAKERS PREFER HOTELS THAT ARE TRANSPARENT ABOUT SUSTAINABILITY, FOR REASONS OF COMPLIANCE**

## GREEN STAY CHAINS



## GREEN STAY MONITORS

- Electricity
- Oil
- Water
- Size of hotel
- Waste management
- Gas
- Renewable energy
- Laundry
- Refrigerant types

Green Stay labels are available on all HRS booking, procurement and partner channels:

| HOTEL NAME   | CLEAN & SAFE | GREEN STAY | CAT. | RATING | DISTANCE (KM) | CAPACITY | ROOM NIGHTS | CURRENT AWR | ESTIMATED TARGET AWR | HRS STRATEGY | SUB    | MASTER | HOTEL  |
|--|--------------|------------|------|--------|---------------|----------|-------------|-------------|----------------------|--------------|--------|--------|--------|
| GERMANY - Berlin - 1.84 (incl. BP, Optimal Book)   Client... |              |            |      |        |               |          |             |             |                      |              |        |        |        |
| Hotel 1  |              | A          | A    |        |               |          |             |             | 7%                   | Accept       | Accept | Accept | Acc    |
| Hotel 2  |              | C          |      |        |               |          |             |             | 7%                   | Delist       | Delist | Delist | Delist |
| Hotel 3  |              |            |      |        |               |          |             |             | 7%                   | CCR          | CCR    | CCR    | CCR    |
| Hotel 4  |              | B          |      |        |               |          |             |             | 7%                   | Delist       | Delist | Delist | Delist |
| Hotel 5  |              |            |      |        |               |          |             |             | 7%                   | Delist       | Delist | Delist | Delist |
| Hotel 6  |              | C          |      |        |               |          |             |             | 7%                   | Accept       | Accept | Accept | Acc    |
| Hotel 7  |              | B          |      |        |               |          |             |             | 7%                   | Accept       | Accept | Accept | Acc    |
| Hotel 8  |              | C          | 4    | 0.1    | 1.0           | 80%      | 34          | 91.00 EUR   | 93.00 EUR            | 7%           | Delist | Delist | Delist |
| Hotel 9  |              | A          | 4    | 0.4    | 0.4           | 79%      | 38          | 110.00 EUR  | 105.00 EUR           | 7%           | Accept | Accept | Accept |

204 Available hotels in Hamburg (Hamburg)

Change travel data

Your destination: Hamburg (Hamburg)

OR Select destination from company locations

Arrival: 30/12/20 | Departure: 31/12/20

Single rooms: 1 | Double rooms: 0

Refine search results: Price: 20 - 400 EUR

Hotel 2: Hamburg - St. Pau. HRS awarded Green Stay. Price: 65.20 EUR. Business Tariff 33% incl. breakfast. Rating: 7.0. Distance to: 6.5 km, 3.9 km.

Environmental metrics for Hotel 2: Energy: 45 kg CO<sub>2</sub>/night, Water: 215 liter/night, Waste: 0.5 kg/night.

**→ JOIN GREEN STAY TODAY**

