

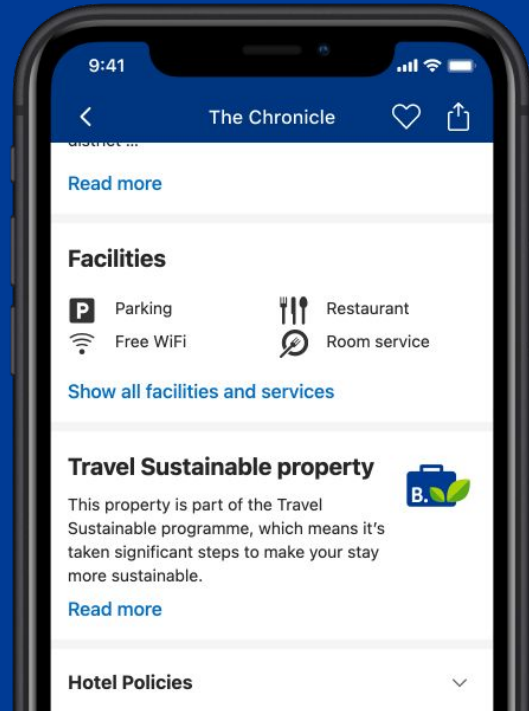
Booking.com

Travel Sustainable programme: Case studies

**How these properties are
eligible for the Travel
Sustainable badge**



The new Travel Sustainable badge



The badge offers global, verified and free recognition of your sustainability efforts and displays that to potential guests.

Practices have been selected for their accessibility and high impact potential, and have been verified by independent industry bodies, such as Travalyst.

Depending on your location and the practices you have selected 'Yes' to in the extranet, our inclusive criteria model will calculate an overall impact score. This score assesses if you're eligible for the badge.

How to be eligible for the badge, made simple

Submit Practices

1

Property tells us which **sustainable practices** they follow in the extranet.

Digital Assessment

2

We **assess** your submitted practices against our independently validated **criteria model**, which takes into account geographic factors related to accessibility and costs to implement certain practices. Based on this assessment, the model calculates an overall **impact score** for your property, which informs badge eligibility.

Communicate Outcome

3

After you have submitted your practices, you will receive an **email notifying you** of the assessment outcome within **24 hours**.

Outcomes

Badge Success

If your impact score is high enough, you will **receive the badge** which will automatically be added to your property listing within **48 hours**.

Advice and Resources

If the impact score is not high enough to be eligible, we share **advice and resources** around implementing additional sustainable practices. The more practices your property follows and displays on our site, the higher your score and the closer you are to receiving the new badge!

Property type: Hotel

Location: Thailand

01



Use less
water



Reduce
waste



Protect
nature



No single
use plastic



Reduce energy and
greenhouse gases



Support your local
community

- Property only uses water-efficient toilets (e.g. low-flow toilets, dual flush toilets)
- Property only uses water-efficient showers (e.g. smart showers, low-flow showerheads)
- Guests have the option to reuse towels
- Guests can opt out for daily cleaning service

- Property has a food waste policy in place that includes education, food waste prevention, reduction, recycling and disposal

- Green spaces such as gardens/rooftop gardens are on the property

- Single-use plastic water bottles are not offered
- Single-use plastic soda bottles are not offered
- Single-use plastic cutlery and tableware are not offered
- Single-use plastic cups are not offered

- At least 80% of the lighting at the property uses energy-efficient LED bulbs
- At least 80% of the food is sourced from the property's local region

- Property offers tours and activities organized by local guides and businesses
- Property invests a percentage of revenue back into community or sustainability projects

Property type: Hotel

Location: Thailand

01

This hotel on a popular beach island in Thailand was able to achieve the Travel Sustainable badge by implementing sustainable practices in its rooms, kitchens, at the reception and throughout the property.



All guest rooms have water-efficient showers and toilets in all bathrooms, and they operate a towel reuse program for guests and offer guests the ability to opt-out of room cleaning. Each of these practices to reduce water consumption play an important role in operating more sustainably, especially in destinations that require water management plans to address the growing issue of water scarcity.

The property also provides reusable tableware and cups as a replacement to single-use items, and the kitchen sources ingredients from the local region. Hotel staff supports guests in exploring the area by offering tours organised by local guides - a sustainable practice that scores high in this location by creating jobs for local residents and distributes revenue from tourism back into the community.



Property type: Resort

Location: United States

02



Use less water

- Property only uses water-efficient toilets (e.g. low-flow toilets, dual flush toilets)
- Property only uses water-efficient showers (e.g smart showers, low-flow showerheads)
- Guests have the option to reuse towels
- Guests can opt out for daily cleaning service



Reduce waste

- Property has a food waste policy in place that includes education, food waste prevention, reduction, recycling and disposal
- Recycling bins are available to guests and waste is recycled



Protect nature

- At least 80% of the food provided by the property is organic



No single use plastic

- Single-use plastic water bottles are not offered
- Single-use plastic soda bottles are not offered
- Single-use plastic cups are not offered
- Single-use plastic straws are not offered
- Single-use plastic stirrers are not offered



Reduce energy and greenhouse gases

- At least 80% of the lighting at the property uses energy-efficient LED bulbs
- All windows are double-glazed
- At least 80% of the food is sourced from the property's local region



Support your local community

- Property offers tours and activities organized by local guides and businesses
- Property provides guests with information regarding local ecosystems, heritage and culture, as well as visitor etiquette

Property type: Resort

Location: United States

02

This resort in a popular ski destination in the United States was able to achieve the Travel Sustainable badge by implementing sustainable practices in its rooms, kitchens, at the reception and throughout the property. All guest rooms have water-efficient showers and toilets, and guests have the option to reuse their towels and opt out of daily room cleaning.



At least 80% of the food products offered on the menu are organic - a practice that scores higher in this destination as it increases the species richness in the local ecosystems. The property also provides reusable tableware and cups as a replacement to single-use items.

The hotel's staff offers guests information regarding local ecosystems, heritage and culture, as well as visitor etiquette - an important practice in this area to highlight wilderness protocols that impact the environment, such as packing out trash, protecting pristine natural elements such as trees and boulders, and not feeding wild bears.



Property type: Hotel

Location: South Africa

03



Use less
water



Reduce
waste



Protect
nature



No single
use plastic



Reduce energy and
greenhouse gases



Support your local
community

- Property only uses water-efficient toilets (e.g. low-flow toilets, dual flush toilets)
- Property only uses water-efficient showers (e.g smart showers, low-flow showerheads)
- Guests have the option to reuse towels
- Guests can opt out for daily cleaning service

- Property has a food waste policy in place that includes education, food waste prevention, reduction, recycling and disposal
- Recycling bins are available to guests and waste is recycled

- At least 80% of the lighting at the property uses energy-efficient LED bulbs
- At least 80% of the food is sourced from the property's local region

- Property offers tours and activities organized by local guides and businesses

Property type: Hotel

Location: South Africa

03

This hotel in a popular beach town in South Africa was able to receive the Travel Sustainable badge by implementing sustainable practices in its rooms, kitchens, at the reception and throughout the property.



This hotel has installed water-efficient showers and toilets in all bathrooms, operates a towel reuse program and offers guests the ability to opt out of daily room cleaning. Each of these practices to reduce water consumption play an important role in operating more sustainably, especially in destinations that are prone to droughts.

The hotel's kitchen sources 90% of its ingredients from the local region and has a food waste policy in place. At the check-in desk, tours organised by local guides are provided and is a high-impact practice in this destination as it helps to ensure the share of tourism contributes directly to the local community, as opposed to leaking away to businesses not based in this country. There are also recycling bins available throughout the property.



Property type: Country House

Location: United Kingdom

04



Use less water



Reduce waste



Protect nature



No single use plastic



Reduce energy and greenhouse gases



Support your local community

- Property only uses water-efficient toilets (e.g. low-flow toilets, dual flush toilets)
- Property only uses water-efficient showers (e.g smart showers, low-flow showerheads)
- Guests have the option to reuse towels
- Guests can opt out for daily cleaning service

- Property has a food waste policy in place that includes education, food waste prevention, reduction, recycling and disposal
- Recycling bins are available to guests and waste is recycled

- Vegetarian menu options are offered
- Vegan menu options are offered
- Wild (non-domesticated) animals are not displayed/interacted with while captive on the property or harvested, consumed, or sold.
- Green spaces such as gardens/rooftop gardens are on the property
- At least 80% of the food provided by the property is organic

- Single-use plastic soda bottles are not offered
- Single-use plastic cutlery and tableware are not offered
- Single-use plastic cups are not offered
- Single-use plastic straws are not offered
- Single-use plastic stirrers are not offered

- At least 80% of the lighting at the property uses energy-efficient LED bulbs
- All windows are double-glazed
- At least 80% of the food is sourced from the property's local region

- Property offers tours and activities organized by local guides and businesses
- Property provides guests with information regarding local ecosystems, heritage and culture, as well as visitor etiquette

Property type: Country House

Location: United Kingdom

04

This country house in the English countryside was able to receive the Travel Sustainable badge by implementing sustainable practices in its rooms, its kitchen and at the reception. 80% of its lighting is LED, all windows are double-glazed and the property has recycling points available. Due to wide availability, relatively inexpensive renewable energy options and established recycling programs in this country, these practices have a lower score.



The kitchen sources more than 80% of its food locally, offers both vegan and vegetarian **options** on the menu, has a food waste policy in place and makes use of reusable tableware and cups. The practice to reduce food waste scores higher in this destination as food waste is a [prominent issue in the United Kingdom](#). Single-use soda bottles, straws and stirrers have also all been removed. Guests are able to reuse their towels and can opt out of daily room cleaning, and all guest bathrooms are fitted with water-efficient showers and toilets.

Guests can enjoy a walk around the property's green spaces, with access to information about the local ecosystem. Special efforts are made to ensure wild animals are safe from harm on the property and tours to nearby heritage spots are operated by locals.



Property type: Villa

Location: Brazil

05



Use less
water



Reduce
waste



Protect
nature



No single
use plastic



Reduce energy and
greenhouse gases



Support your local
community

- Property only uses water-efficient showers (e.g smart showers, low-flow showerheads)
- Guests have the option to reuse towels
- Guests can opt out for daily cleaning service

- Green spaces such as gardens/rooftop gardens are on the property

- Single-use plastic straws are not offered
- Single-use plastic stirrers are not offered

- At least 80% of the lighting at the property uses energy-efficient LED bulbs
- All windows are double-glazed
- Guest rooms have energy saving switches (e.g. keycard-controlled electricity)

- Property offers tours and activities organized by local guides and businesses
- Property invests a percentage of revenue back into community or sustainability projects

Property type: Villa

Location: Brazil

05

This villa in the hills of Brazil was able to achieve the Travel Sustainable badge by changing 80% of its lighting to LED, double-glazing all windows and installing energy-saving switches throughout the property.



There are no single-use straws or stirrers offered in the villa, two practices that are considered high impact and contribute significantly to the villa's overall impact score by measuring the reduction of plastic pollution - which is important in a destination that is beginning to [introduce bans against single-use plastics](#). The bathroom is fitted with a low-flow shower, towels can be reused and guests can opt out of daily room cleaning.

There are green spaces on the villa's grounds - a practice that delivers a positive impact for the native biodiversity in the destination. Tours on offer from the property are run by local guides and the property invests 20% of its revenue back into the community.



Property type: Beach Resort

Location: Greece

06



Use less
water



Reduce
waste



Protect
nature



No single
use plastic



Reduce energy and
greenhouse gases



Support your local
community

- Property only uses water-efficient toilets (e.g. low-flow toilets, dual flush toilets)
- Property only uses water-efficient showers (e.g smart showers, low-flow showerheads)
- Guests have the option to reuse towels
- Guests can opt out for daily cleaning service

- Recycling bins are available to guests and waste is recycled

- Green spaces such as gardens/rooftop gardens are on the property

- Single-use plastic cups are not offered

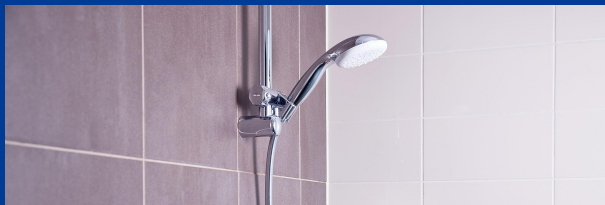
- Property offers tours and activities organized by local guides and businesses
- Property provides guests with information regarding local ecosystems, heritage and culture, as well as visitor etiquette
- Local artists are offered a platform to display their talents
- Property invests a percentage of revenue back into community or sustainability projects

Property type: Beach Resort

Location: Greece

06

This large beach resort on a Greek island is recognised with the Travel Sustainable badge for implementing sustainable practices throughout the property and the services it offers. Guests can enjoy the work of local artists as soon as they enter the property and throughout. All staff are happy to provide information on the heritage and culture of the island, and tours are operated by locals - together, these are considered high-impact practices that ensure the share of tourism ends up with the local community opposed to it leaking away to businesses not based in this country.



Guests can opt out of daily room cleaning and towels can be reused, and every bathroom is equipped with low-flow toilets and water-efficient showers - practices that achieve a higher score in a destination that relies more and more on [water imports](#). There are recycling points in the reception and shared spaces, and the property only provides reusable cups.

There is a garden at the back of the property for guests to enjoy and a sustainability organisation, which receives funding from the B&B, operates a sustainable project in the green space on the property.



Property type: Guest House

Location: Mexico

07



Use less
water



Reduce
waste



Protect
nature



No single
use plastic



Reduce energy and
greenhouse gases



Support your local
community

- Property only uses water-efficient toilets (e.g. low-flow toilets, dual flush toilets)
- Property only uses water-efficient showers (e.g smart showers, low-flow showerheads)
- Guests have the option to reuse towels
- Guests can opt out for daily cleaning service

- Green spaces such as gardens/rooftop gardens are on the property

- Single-use plastic miniature shampoo, conditioner and body wash bottles are replaced by a bulk dispenser
- Single-use plastic cutlery and tableware are not offered
- Single-use plastic cups are not offered
- Single-use plastic straws are not offered
- Single-use plastic stirrers are not offered

- At least 80% of the lighting at the property uses energy-efficient LED bulbs
- All windows are double-glazed
- 100% renewable energy is used throughout the property
- The property compensates for at least 10% of total annual carbon emissions by purchasing certified carbon offsets

- Guests are offered tours and activities organized by local guides and businesses

Property type: Guest House

Location: Mexico

07

This large guest house in a resort town in Mexico is eligible for the Travel Sustainable badge by switching to LED lighting, double-glazing all windows and offering bulk dispensers instead of single-use plastic amenities. Its electricity now comes from 100% renewable energy - a high impact practice that scores higher in this destination due to the positive impact it has in reducing greenhouse gas emissions. The guest house doesn't offer plastic straws or stirrers, and reusable tableware and cups are provided.



Guests can opt out of room cleaning, there is a towel reuse program in place and all bathrooms are fitted with water-efficient toilets and showers. The property offsets 10% of its annual carbon emissions by purchasing certified carbon offsets - a practice that is considered high impact in reducing carbon emissions and contributes to the overall impact score for the property.

Local tour operators are also promoted at the reception area of the guest house and the rooftop garden is open to everyone.



Property type: Hostel

Location: Netherlands

08



Use less
water



Reduce
waste



Protect
nature



No single
use plastic



Reduce energy and
greenhouse gases



Support your local
community

- Property only uses water-efficient toilets (e.g. low-flow toilets, dual flush toilets)
- Property only uses water-efficient showers (e.g smart showers, low-flow showerheads)
- Guests have the option to reuse towels
- Guests can opt out for daily cleaning service

- Property has a food waste policy in place that includes education, food waste prevention, reduction, recycling and disposal
- Recycling bins are available to guests and waste is recycled

- Vegetarian menu options are offered

- Single-use plastic cutlery and tableware are not offered
- Single-use plastic cups are not offered
- Single-use plastic straws are not offered

- At least 80% of the lighting at the property uses energy-efficient LED bulbs
- All windows are double-glazed
- Key card or motion-controlled electricity is offered to guests
- At least 80% of the food is sourced from the property's local region

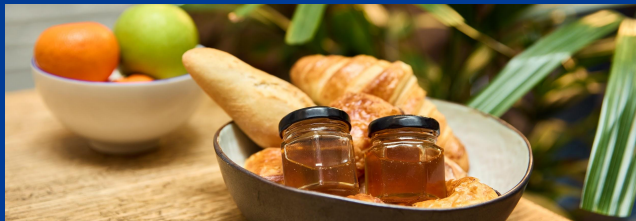
- Local artists are offered a platform to display their talents
- Property offers tours and activities organized by local guides and businesses
- Property provides guests with information regarding local ecosystems, heritage and culture, as well as visitor etiquette
- A percentage of revenue is invested back into community or sustainability projects

Property type: Hostel

Location: Netherlands

08

This hostel in a large Dutch city already had several sustainable practices in place and recently adopted more to achieve the Travel Sustainable badge. The hostel offers local artists a place to display their work and local tour operators are featured in the reception area. Staff are happy to provide information on the city's heritage and culture, and even invests 15% of its revenue back into the community - this practice is considered high impact in this destination as it is a consistent contribution to the development of the local community.



There is a towel reuse program available to guests, as well as the option to opt out of room cleaning. Bathrooms are fitted with water-efficient showers and toilets, while in the kitchen, 80% of food is locally sourced. Single-use straws have all been removed, reusable cups and cutlery are available, and food waste is carefully managed. Guests will also find vegetarian options on the menu.

Throughout the property, LED lighting has been installed, all windows are double-glazed and energy-saving switches have been fitted in every room. These combined practices deliver significant reduction of the property's energy usage and greenhouse gas emissions.

