



Boost Your Bottom Line by Going Green: 6 Steps to Building an Eco-Conscious Hospitality Brand

Building an eco-conscious hospitality brand will help you attract loyal guests, improve employee engagement and boost profits—all while helping the environment.

1. Gather Data

Tap into industry benchmarks and other data to learn what it will take to go green. How are other local hotels and businesses adopting an eco-friendly model? What might stakeholders need to know in order to get on board with your plan? What tax breaks, grants and subsidies are available to help you offset the costs of developing an eco-friendly offering both in your operations and buildings.

2. Find Your Purpose

The stronger your “why,” the easier it will be to build a successful eco-conscious brand. Revisit your company's vision and values and integrate this new sense of purpose. What local plants, animals or bodies of water are threatened by climate change? How will going green help your local environment and community? In what specific ways will reducing your business's carbon footprint have a positive environmental impact?

3. Set Tangible Goals

It's important to get very clear about your vision for your brand, and the specific milestones you'll need to hit in order to bring that vision to life. What's the overall goal for your sustainability plan? What are the specific objectives and possible trade-offs you'll need to consider? Where will you focus your attention first? Reducing your carbon footprint, sourcing local products, or making facility, staff and business practice changes?



4. Get Your Team Ready

Building an eco-conscious brand is all about engaging and growing a strong community, starting with your team, partners and other stakeholders. It is imperative you identify champions to head up your endeavor who can organize and communicate the company's progress. Who will need to be involved in each step of the planning process? Have you clearly expressed how building an environmentally conscious brand benefits everyone, including your team, your partners and your guests? What sustainability-related resources are available to help you train your team?

5. Tell the World

To build a strong eco-conscious hospitality brand, you'll need to create a marketing strategy that shares your vision with guests, employees and partners. In what ways can you express your commitment to sustainability at every guest touchpoint? How are you letting guests know why staying with you is a smart decision for the environment? How can you leverage your sustainability strategy to attract new talent and form valuable partnerships?

6. Measuring and Sharing Your Progress

Hotels that transparently track and report on their sustainable endeavors are not merely satisfying a demand but are paving the path toward an industry that respects and regenerates our world. Transparent reporting reassures investors, partners, and employees about the establishment's forward-thinking approach and long-term viability. Aligning with global sustainability standards can open doors to new demographics and markets that prioritize eco-friendly businesses. Regularly measuring and reporting keeps the establishment accountable, motivating continual progress in sustainability efforts. Staying updated with sustainability measures ensures compliance with evolving local, national, and global environmental regulations.



Invest in Our Planet—and Your Business will Benefit!

Building a green hospitality brand will:

- Appeal to the growing number of environmentally conscious travelers.
- Help make your hotel self-reliant and less vulnerable to losses of power, water or food.
- Prolong the life of your facilities by prioritizing sustainable building upgrades and preventative maintenance.

[Take our Sustainability Quiz](#) to see how your business ranks as an environmentally conscious brand.



Those who lead with integrity and accountability will invariably set the gold standard in modern hospitality.

Whether you're new to sustainable operations and ecotourism or need to revise your current strategy,

Greenluxē is here to guide you every step of the way.

From custom research reports and roadmaps to facilitated in-person, online, and just in time training sessions. Greenluxē knows how bring out and highlight your unique culture, and identify low hanging fruit in order to **build momentum and create excitement**. We'll help your hotel or resort build a strong eco-conscious brand and **become a leader in hospitality**.

Our sustainability experts will work with you to **design a plan to get investors and employees on board**, create a significant positive impact on your local environment and increase your bottom line.



[Schedule a free 30-minute call](#)

to learn more about how GreenLuxē can help you go green and build a successful eco-conscious hospitality brand.