

World's largest travel site 

 **greenleaders**


Presented by:
Helena Egan
Director of Industry Relations
TripAdvisor

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 **greenleaders**


- Helps travelers to book a greener trip
- Promotes hotel and B&B green practices to over 340 million monthly TripAdvisor users
- Largest green hotel program in the world with over 8,200 properties in 66 countries across North America, Europe, Latin America, Australia & New Zealand
- **100% free** for hotels and B&Bs

   International
Tourism
Partnership



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How and why was GreenLeaders founded



- Interest from travellers in staying at green properties, but no very easy way for them to find the ones that were right for their trip.
- Properties wanted to showcase their green practices to the millions of travellers on TripAdvisor
 - Launch of [TripAdvisor GreenLeaders program in the U.S. in April 2013](#) to help our community of millions of travellers to plan a greener trip.
 - The TripAdvisor GreenLeaders program showcases a variety of eco-friendly hotels and B&Bs, from budget to luxury committed to green practices like recycling, local and organic food, and electric car charging stations etc.
 - Developed in partnership with U.S. Environmental Protection Agency's ENERGY STAR® program, the U.S. Green Building Council, and the United Nations Environment Programme.

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How did we start & grow



- **Before** launch we worked very closely with the U.S. Environmental Protection Agency's ENERGY STAR program and others in the hotel industry.
- When the program launched in 2013, it was already comprised of over **1,000 properties** from independent hotels to multinational brands like:
 - Best Western, Carlson Rezidor Hotel Group, Fairmont Hotels & Resorts and Marriott International.
- Fully integrated into TripAdvisor – not run as separate program
- Buy-in from industry stakeholders in advance of the launch
- CRM and public relations efforts
- Word-of-mouth advertising among hoteliers

In 2015 we were awarded the WTTTC Tourism for Tomorrow Innovation Award



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Green practices becoming standard practice

- According to a 2013 TripAdvisor survey (pre-launch)
 - 81% of travellers place importance on properties implementing eco-friendly practices
 - 88% of U.S. hoteliers indicate that they currently have green practices in place
- Jenny Rushmore, former director of the TripAdvisor GreenLeaders program, conducted research on how hotel guests perceive green practices, and how does this link to their stay satisfaction?
 - Analysis were based on unprompted, organic mentions from people who have stayed at a green hotel, reflecting their opinions of what is “green.”

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Key take-aways from the research

- The outcome was that 60% of all green reviews related to four attributes:
 - Recycling
 - “General” green comments
 - Towel reuse
 - Linen reuse.
- Consumers only notice a limited set of activities, but feel positively about them
- Green initiatives that are interactive are most noticed
- Green practices like sustainable food add value to the consumer experience and can improve the overall experience – and potentially revenue
- Hoteliers have the opportunity to increase communication of green initiatives, and highlight food offerings to build emotional connections and increase satisfaction

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Transparent application process

- Online survey (30 – 60 mins)
 - Surveys adapted for countries

- 7 minimum criteria for all properties (8 in Latin America)

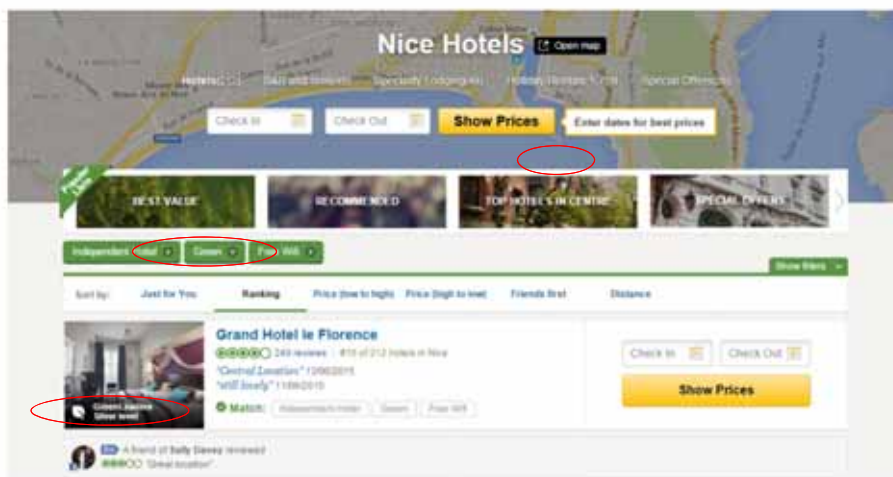
- 5 levels:
 - GreenPartner: Meet minimum reqs
 - Bronze: 30%
 - Silver: 40%
 - Gold: 50%
 - Platinum: 60%

- Independent audit program







Badge on hotel geo listing

Green filter to sort hotels



In-hotel promotion



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Participating brands include:



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TripAdvisor GreenLeaders



Largest green hotel program in the world with opportunity to reach over 340m people a month



Over **100,000** “green reviews” written by TripAdvisor users



Free for accommodations

Live in 66 countries

All green practices are publicly viewable to travelers