



Challenges for Luxury Hoteliers in 2023 and beyond

Published on Jan 19, 2023

One of the biggest challenges facing our industry is the changing consumer demand. In recent years, consumers have laudably become more focused on sustainability, wellness, and authenticity. As a result, luxury hotels are being pressured to adapt their offerings to meet these changing demands. For example, many luxury hotels are now offering eco-friendly options, such as electric vehicle charging stations, solar panels, and water conservation measures and of course also healthy food options - 'from farm to table' supported by local suppliers, waste management etc. etc. Please do read the attached launching offer **Climate Positive Program and Award for the Hospitality Industry** from our strategic partner **NOW!**

It Must Be NOW launches Climate Positive Program and Award for the Hospitality Industry



2nd November 2022: It Must Be NOW is on a mission - to get the hospitality industry to dramatically increase its sustainability efforts and accelerate to Climate Positive. To that end, the NOW Climate Positive Program & Award * is being launched this month, whereby hotels and resorts are offered access to a fully funded, integrated sustainability program for up to 10 years.

It Must Be NOW co-founders, Onno and Alexa Poortier, are vocal about the urgent need for change. Together with EarthCheck (the world's leading scientific benchmarking certification and advisory group for sustainable travel and tourism), and also with the owners of carbon offset projects worldwide, they have created the only project collaboration which enables companies to accelerate beyond small-scale actions, measure emissions and prioritise reduction before offsetting, saving money, engaging all stakeholders and achieving Climate Positive with accountability and transparency.

It Must Be NOW is the conduit between companies in hospitality, tourism and education institutions, since its co-founders have worked in the hotel industry for more than 50 years, while EarthCheck is best placed to act as the facilitator of this Program and Award.

It Must Be NOW has secured a cap on pricing for certified carbon credits for up to 10 years for members of the NOW Force for Good Alliance. This will make it easier to manage risks and lower their carbon footprint until they can achieve Climate Positive.

Chairman and CEO, Onno Poortier, says, "For business, sustainability with an independent audit is a tool to show more responsibility, improve a company's overall culture, financial health, internal policing and deliver the shared values that most customers and employees want today. Many companies in hospitality, tourism and education have started their sustainability journey, but many struggle to 'walk the talk', be transparent to all stakeholders and prioritise urgent action."



Valued at CHF 15,000 per year, the program includes extensive training by EarthCheck (for up to 30 people per property per year) to build capacity, understand negative impacts, benchmark and measure carbon emissions so they can be reduced and prepare for an independent audit to obtain a certification, all with the science-backed EarthCheck Certified programme which is aligned to the United Nations Sustainable Development Goals (UN SDGs). This also includes all NOW Tools to communicate transparently and engage all stakeholders.

Speaking on the importance of this collaboration, EarthCheck's CEO, Stewart Moore, says, 'If we are to advance sustainability and Net Zero targets, we need holistic thinking and new partnerships. The NOW partnership with EarthCheck provides scientific reporting and certification, independent audits, capacity building and practical options on how to reduce emissions or offset them in a transparent way.'