

The Sustainable Hotel Handbook

*With practical insights, tools and resources
for you and your team*



Purpose

Your handbook to creating a hotel
with a positive Purpose.

MAp

THE SUSTAINABLE HOTEL

#02

March 2026

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Purpose
by MAp Boutique Consultancy.
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*For everyone on the journey
to making this Planet a more purposeful
and hospitable place.*



FOREWORD

Pursuing the path to sustainability – together

Welcome to The Sustainable Hotel – and thank you for joining us on the journey to a better future!

We carefully and passionately crafted *The Sustainable Hotel Handbook: Purpose* in order to MAp out the way for hoteliers to develop more sustainable hotels. Sustainable hotels that make a positive impact on People and Planet, while delivering sustainable success for you. Whether you've long been on the path to sustainability or are just starting out, this handbook is intended to empower you and get you going in the right direction.

Before we begin, we'd like to introduce ourselves. We are MAp, a creative-led hotel branding and marketing consultancy. We turn Purpose into performance, creating sustainable hotels and standout brands that do good, look good and sell well. As a Certified B Corporation based in Zurich, we work internationally, MApping out a better future for hotels, People and Planet.

Through our experience, we know that hoteliers such as yourself have the power to create real impact in this world and leave it better off for future generations. But we also know that sustainability can be daunting – especially when it comes to hospitality. With so much information out there, where do you start? With such a complex

topic, what's the correct route for your hotel? With so much marketing noise, how do you avoid the trap of greenwashing?

In this handbook, we set out to make your Purpose the heart of your sustainability journey – informing the steps you take and the direction you go in. To help you define and activate your hotel's Purpose, we've filled this handbook with practical guidance, tools and resources. If you haven't done so already, we recommend reading the separate Introduction handbook in order to get better acquainted with the handbook structure and important elements that will guide you to action.

As we embark on this journey together, it's important to always remember that, when it comes to sustainability, you should strive for progress not perfection. Achieving 100% sustainability, while an admirable goal, is simply not realistic and as the needs of our world change, the way we tackle those needs changes, too. What's most important is that you simply start the journey, and continue to learn, grow and improve along the way.

"Progress not perfection" was our guiding mantra when creating this handbook, knowing that it will never be perfect or finished. We knew it was needed for the hospitality industry, and we approached it

with the goal to serve and empower hoteliers as well as do our part for People and Planet. We too will continue to provide updated guidance and tackle new challenges and critical topics for the betterment of the industry and the world. That's our commitment.

It is our hope that you too will approach this journey with a deep commitment to learning, serving and making a real difference now and in the future.

Once again, thank you for joining us on the journey to impact! Let's build a more hospitable and purposeful Planet – together.

**#onwards
Your MAp team**



VISIT THE SUSTAINABLE HOTEL NOW

P.S.: We'd love to hear from you along the way! Please feel free to share your feedback, insights and comments with us at onwards@MAp-consultancy.com.

2.

PURPOSE



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PURPOSE – SCORECARD 1: ACTIVATING YOUR PURPOSE



“For those who think business exists to make a profit, I suggest they think again. Business makes a profit to exist. Surely it must exist for some higher, nobler purpose than that.”

RAY ANDERSON

(as cited in Branson, 2011, p. 99).
Former CEO of Interface



2.1.

INTRODUCTION *to Purpose*



**DISCOVERING YOUR
PURPOSE ENABLES
YOU TO FOCUS YOUR
(SUSTAINABILITY)
JOURNEY ON WHAT
MATTERS MOST FOR
YOUR HOTEL – YOUR
PEOPLE AND PLANET.**

Welcome to the first P of *The Sustainable Hotel Handbook – Collection, Purpose*. It's in this handbook that we'll discover what your Purpose is, and how to activate it in your hotel.

Over the years, we've learned that the most successful, rewarding and profitable journeys start with this P, Purpose.

Why? Because once you know what your Purpose is, everything else becomes much clearer. Once you know what you exist for (and no, it's never Profit), you understand WHY you do what you do.

Purpose is the lens through which you see the big, strategic picture. And this clarity gives you the power to move #onwards with direction and ease as you grow your hotel business.

As we can all agree by now, sustainability is not easy – it's not clear-cut, it's not direct, it's not one-size-fits-all. It's a never-ending journey you embark on, with plenty of detours and bumps along the way – a journey that is all about progress, NOT perfection. Shaped by your hotel's unique goals, needs and challenges.

Therefore, discovering your Purpose enables you to focus your (sustainability) journey on what matters most for your hotel – your People and Planet. It informs what path you take, keeps your eyes on the road and inspires you – and your team – to move forward with passion and persistence.

Ready for a more purposeful future? Then let us show you the way.

DEFINITION

Purpose Mapped out

“As brands strive for differentiation, relevance and growth, a clear purpose brought to life in compelling ways is often the difference between success and failure.”

AFDHEL AZIZ (2017).

Author of “Good Is The New Cool”

Before we begin, let’s be clear about what your Purpose actually is: Purpose is the reason your hotel exists – its overall WHY. It is the derived meaning that comes when you know that you created something that you believe matters – to yourself, to others, to society.

Be aware, Purpose does not entail earning a Profit. It must go above and beyond making money and be broad, humanistic and socially-engaged, linking your hotel to a greater good. It needs to inspire not only you but also your People, to do what you do together – and do it with passion!

And when we talk of inspiring, we mean inspiring action. Why? Because **Purpose is not a noun, it’s a verb. It dictates how you work, how you engage and how you serve others every single day. It is something you live.**

At MAp, we start every (sustainability) project with Purpose. It is the golden thread running through and connecting all other elements. And the sustainable steps you take reflect what your overall Purpose is.

For us, having a clear Purpose = knowing WHY you are here and WHAT your specific and positive impact on People and Planet is. And that’s a prerequisite to creating a sustainable hotel. **Your Purpose will be your guiding compass to making this world a better place and growing your business, at the same time.**

FACTS + FIGURES

The power of Purpose

The power of Purpose cannot be ignored. Attaching a strong Purpose to your hotel – your own unique Purpose – is a great opportunity to attract guests to it.

Just walk down the aisles of your local supermarket or scroll through the internet, and you’ll see: consumers have endless choices. So how do you get your hotel to stand out? By connecting with People on an emotional level. By demonstrating that your hotel has a distinct and higher Purpose – one that YOUR People relate to.

Let’s have a look at some facts and figures, starting with what the Zeno Group (2020) discovered in its “Strength of Purpose” study. In this study, Zeno Group found that a staggering 94% of all 8,000 worldwide respondents believe it’s important that the companies they engage with have a strong Purpose.



90% OF CONSUMERS SAID THEY TOOK ACTION TO SUPPORT A COMPANY WHEN THEY BELIEVED IN ITS PURPOSE. (ZENO GROUP, 2020)

And when they do, consumers are:

- 4x more likely to purchase from the brand,
- 6x more likely to protect the brand in a challenging moment,
- 4.5x more likely to champion the brand with friends and family,
- 4.1x more likely to trust the brand.

The same study also touched upon a question we often get asked:

Does Purpose impact a company’s bottom line? The answer is yes!

And the insights Zeno Group (2020) found are truly encouraging, because in 2019, more than 8 in 10 (82%) consumers said they took action to support a company when they believed in its Purpose. Younger generations (Gen Z and Millennials) were even topping the charts at around 90%. More support by your consumers = more money in your pockets.

The Kantar Purpose 2020 study backs that up. It found that brands recognised for high-commitment to Purpose have grown at more than twice the rate of others (Kantar Consulting, 2020). Over a period of 12 years, the brands with high perceived positive impact had a brand value growth of 175%, versus 86% for medium positive impact and 70% for low positive impact.

So, were we able to convince you of the power of Purpose? To build some more excitement for the subject, let’s head into the next section, where we will explore why Purpose really matters – beyond the numbers. Because remember, it’s not all about Profit (although it is an excellent benefit to having a Purpose!).