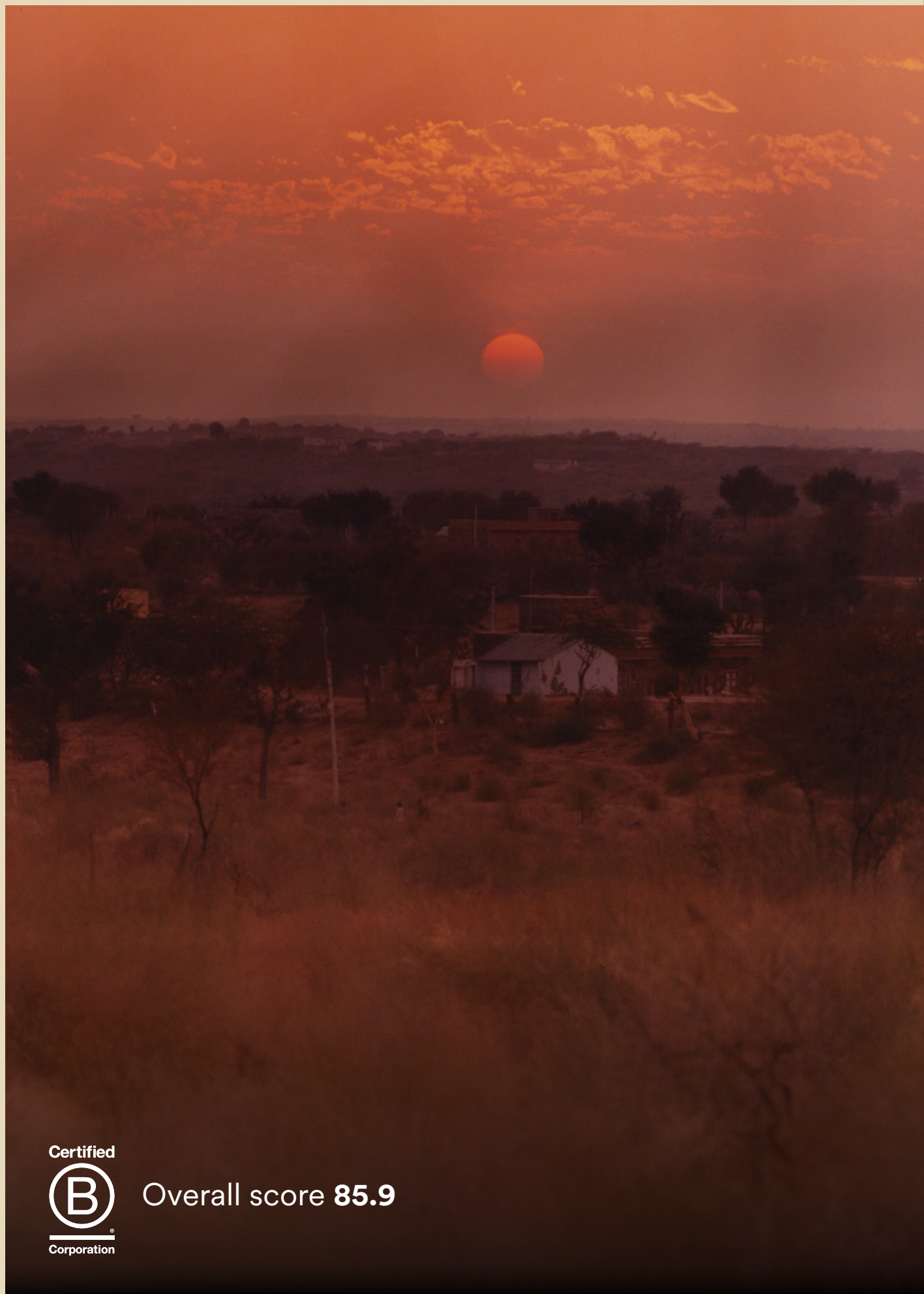


Impact report  
Edition 04-2026

MR & MRS SMITH

IMPACT  
REPORT





Overall score **85.9**

Travel has always been about discovery. Today, however, how we discover — and what we value when we do — is changing.

In a world shaped by constant digital noise, endless algorithmic recommendations and increasingly crowded destinations, modern travellers are seeking something quieter and more intentional. They're looking beyond beautiful places to stay, towards experiences that are meaningful, restorative and deeply connected to their surroundings.

Across the travel industry, expectations are shifting, too. Luxury is no longer defined by spectacle or scale, but by authenticity, care and a sense of place. Increasingly, the most memorable travel experiences feel almost analogue in spirit — slower, more human and more grounded in the culture and landscape around them.

This shift speaks directly to the role Mr & Mrs Smith plays in the travel landscape.

Our editorial voice has always been central to what we do. We believe that thoughtful curation matters, and by championing remarkable hoteliers, telling the stories behind the places we love and sharing trusted perspectives with our members, we aim to offer something increasingly valuable in today's travel landscape: discernment.

Across our collection we see extraordinary creativity and care — from hotels restoring landscape elements and establishing initiatives designed to protect biodiversity to those investing deeply in their communities and celebrating local craft. These are the places we are proud to champion, not simply because they create exceptional stays, but because they represent the kind of hospitality that will shape the future of travel.

Equally important are the partnerships that extend our impact beyond travel itself. Through our work with World Land Trust, Blue Marine Foundation and Human Dignity Trust, we continue to support organisations whose work is focused on protecting ecosystems, oceans and human rights. Their work reminds us that the destinations we love depend on the health of the environments and communities that sustain them.

Throughout Mr & Mrs Smith there is a genuine belief that travel can be a force for good and a shared determination to ensure the way we operate reflects that belief. From our B Corp champions across the business to the teams working closely with our hoteliers, there is a conscious effort to keep improving — asking more pertinent questions, continuing to learn from the people around us, and striving to make a meaningful difference where we can.

The past year has been one of reflection and focus as we began our next B Corp recertification cycle. We have continued to deepen our understanding of our own impact — from efforts to offset the carbon footprint associated with our business travel, to strengthening how we recognise sustainability efforts across our hotel collection.

Progress in this space is rarely immediate. It is incremental and requires honesty about where we are and how much further we need to go. What matters most is that we continue to move forward with intention.

This report reflects that ongoing journey — the progress we've made, the lessons we've learnt and the ambitions that will guide us in the years ahead.

Travel, at its best, broadens perspective and deepens connection. Our responsibility is to ensure that the way we champion travel — through the hotels we curate, the stories we tell and the partnerships we support — contributes positively to the places and communities that inspire us. That commitment remains at the heart of Mr & Mrs Smith.

Natasha Shafi  
CEO, Mr & Mrs Smith

# Travel and sustainability initiatives in 2025

2025 was a year of transition. Like many businesses, we navigated wider macroeconomic uncertainty, which naturally influenced how our priorities and initiatives evolved over the year. Rather than attempting to do everything at once, we focused on making meaningful progress in fewer areas where we felt we could make the greatest impact.



B Corp certification continues to guide this work. It provides the framework through which we measure our progress and challenge ourselves to improve. This was the first year of our recertification cycle, which offered the opportunity to reflect, recalibrate and focus on doing a few things well rather than spreading our efforts too thin.

At the same time, the expectations of travellers are evolving. Guests today increasingly consider not only the quality of a stay, but the ethos behind it: how a hotel treats its people, contributes to its community and respects the environment around it. In a world where uncertainty has become the constant, travellers are seeking brands and places they trust.

**Key shifts shaping travel**

Over the past year, we have seen several themes emerge that are shaping how travellers choose their destination and how they get there:

**Purposeful travel**

Travellers — especially the younger demographic — are increasingly looking for experiences that align with their values. Authenticity, sustainability and emotional connection are becoming central to decision-making, shifting travel from passive consumption towards more intentional exploration.

**A new definition of luxury**

Luxury is increasingly defined not by excess but by meaning. Time, privacy, thoughtful design and connection to a place now matter more than spectacle. Guests are seeking stays that feel personal, culturally grounded and restorative.

**Experience over status**

Demand is gradually moving away from traditional ‘status destinations’ and towards places that feel more characterful and culturally resonant. Regions such as Puglia, Oaxaca and Menorca continue to gain momentum, while cooler-climate destinations across Scandinavia and the Alps are emerging as appealing alternatives to increasingly crowded Mediterranean summer hotspots.

**Changing traveller profiles**

Traditional travel segments are also evolving. Solo travellers seeking quiet reflection, multigenerational groups prioritising shared experiences, and guests who blend work and travel are reshaping how hospitality experiences are designed.

**Sustainability initiatives as expectation**

Being sustainably minded is no longer a secondary consideration. The expectation now is that it should be integrated into the travel experience. Travellers increasingly want to understand how their stay contributes positively to local communities, ecosystems and cultural heritage.

**Trust in travel discovery**

The way travellers discover destinations continues to evolve rapidly. Inspiration now comes from a mixture of content creators, cultural moments and trusted voices rather than traditional advertising channels. In this environment, thoughtful curation and editorial trust have become more valuable than ever.

**For 2026, our goals remain to:**

- Understand the impact of our emissions and develop a credible pathway towards net zero.
- Explore Tech Zero and how we can contribute meaningfully to the initiative.
- Build on our strongest B Corp scoring areas, particularly those relating to our team and Mr & Mrs Smith’s culture.
- Establish clearer sustainability criteria for hotels within the Mr & Mrs Smith collection.
- Be transparent about areas where we must continue to improve.

Our commitment to being a force for good remains.



# Mission, vision and purpose

Mr & Mrs Smith's guiding ideas — the mission, vision and purpose of the business — were internally reviewed in 2025 as both our business and the wider travel industry continue to change.

*Our Mission* describes the foundation of our work, what we do and how we do it. *Our Vision* describes the ultimate goal of our business.

*Our Purpose* describes the reason for our continued existence.



Governance score 19.2

Our updated mission, vision and purpose for 2025:

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# Mission

Connecting travellers to the stays they'll love,  
inspiring conscious travel and providing  
unrivalled service, every trip.

# Vision

Be the world's most trusted brand for  
boutique and luxury travel.

# Purpose

Shaping the future of staying together.

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# 2025 highlights

Our B Corp champions come from all areas of the business. This strategy encourages the diversity of thought needed to make meaningful, positive change. We consciously weave our B Corp commitments throughout many areas of the organisation, from our editorial and marketing platforms through to our technology and product development teams.

Experience has also taught us that progress happens at different speeds. Each year delivers a different outcome.

Our B Corp commitments remain ongoing, and — as in previous years — have resulted in a range of achievements both large and small, alongside valuable learnings that will inform our work throughout 2026.

#### Establishing criteria for highlighting hotels with meaningful sustainability initiatives

- In 2025 we established our sustainability criteria to help define how we recognise hoteliers within our collection who go above and beyond in this area. While we do not position ourselves as certifiers of sustainability, we believe we play an important role in highlighting and celebrating best practice across the hospitality industry.
- Our aim is simple: to recognise meaningful initiatives and share these examples with our members and the wider travel community.

#### Strengthening connection across a distributed team

- More emphasis was placed on facilitating human connection for our teams in 2025. As a remote business, we created more opportunities for in-person collaboration through our relationship with Soho Works and access to its co-working spaces, alongside key moments for the business such as our Mr & Mrs Smith gatherings.
- These moments remain important in maintaining bonds, creativity and shared purpose across our global team.

#### Digital accessibility

- Digital accessibility became a key focus for 2025. We began by ensuring our website meets recognised accessibility standards through working with external experts.
- Alongside this, we hosted internal workshops across the business to help teams better understand the journeys of customers with accessibility needs, encouraging more inclusive thinking across product, editorial and design.
- As part of our continuing website redesigns, we've been factoring in accessibility criteria to ensure we're compliant with screen-readers, and to make sure all copy is written in clear text on contrasting backgrounds so it is legible by partially sighted users.

#### Areas that still require improvement

An important part of our governance approach is being transparent about areas where progress has been slower than anticipated.

While we made meaningful strides in several initiatives, some ambitions proved more complex than initially expected. Establishing clear sustainability recognition criteria across our hotel collection required careful consideration to ensure our approach was thoughtful, credible and aligned with the wider hospitality industry.

These learnings have helped us to better understand where additional focus and structure are needed.

In 2026, we will build on the foundations established over the past year by deepening our sustainability recognition criteria, continuing to improve accessibility across our platforms and strengthening the governance structures that support our B Corp commitments.

As always, progress in these areas happens incrementally. Our intention is to continue embedding responsible practices across the organisation, while remaining transparent about where we are today and where further progress is needed.

# Our people

People are the heart of Mr & Mrs Smith, and this was particularly evident in 2025. During a period of leadership transition within the business, including a thoughtful reorganisation and succession-planning process, what stood out most clearly was the strength and commitment of our team.

Throughout this transition, the business remained united in its commitment to our strategy, culture and ambition to be a force for good. Being a B Corp-certified organisation continues to play an important role in reinforcing this shared sense of purpose.

Our business relies on a motivational framework built around autonomy, mastery and purpose, enabling our people to do their best work. Our responsibility as a business is to continue supporting this environment as we grow as a globally distributed team.



Workers score **30.8**

# Diversity and inclusion goals

How are we doing?

In 2025, we set a number of goals for the year ahead.

## Achievements

1) 2025 marked the year we formally launched our mentoring and leadership programmes, with participants from across different levels of the business, from senior leadership through to junior team members.

Our People Leaders Programme started in January 2025, with seven people leaders actively engaged. For our Mentoring Programme, 18 mentees were assigned a mentor. This means that 36 people in total were actively participating in this programme, which is nearly a quarter of our team.

These programmes aim to support career development, encourage knowledge-sharing and strengthen leadership capabilities across the organisation. In 2026, we expect to see the first cohort complete the programme while welcoming new participants.

2) Being agile in the way we work remains a core principle within our organisation. During 2025 we invested in a 'train the trainer' approach to ensure agile practices were embedded across our senior leadership team and more widely throughout the business.

This has helped shape how we develop strategy and prioritise initiatives, including the way we embarked on our 2026 business-planning process.

## Still to be achieved

1) One of our goals was to engage more directly with Hyatt's RiseHY programme and The King's Trust to help create employment opportunities for individuals entering the workforce through these initiatives.

During the year we took steps to understand the RiseHy programme and explore how our business could contribute, but we did not yet achieve our goal of integrating successful participants from these programmes. This remains an ambition for the coming year.

# Our members

When it comes to initiatives that matter, educating our members and learning from them helps us to remain honest, relevant and attuned to their requirements. Throughout our collection, there are hoteliers doing incredible work in areas of sustainability; it's our duty to not only champion their hotels but also guide our members to them, who can then choose and enjoy hotel experiences built on what they value.

Feedback helps us to know we're on the right path and keep improving, from what we test on our website and feedback gathered through our surveys, to the forms we send to guests post-trip. Taking this feedback on board is integral to our growth, and we make sure we do our best to act on it accordingly,

so that we create thoughtful customer journeys and help our members make more informed travel choices.

Having the ability to offer our members a personalised experience will result in more meaningful engagement, and the customer journey to finding the right product will be much quicker. It will also give us the opportunity to prioritise and push forward those hotels who have made remarkable strides in their sustainability efforts. The overall purpose is to offer our members a more straightforward and stress-free, leading to better outcomes overall for our member base.

## CRM

### Achievements

- In 2025, we contracted a new customer-engagement platform to allow for personalisation and to serve members more relevant products and experiences. We'll be able to offer targeted recommendations that help members choose the right product, tailored services that improve member outcomes, and personalised communication that helps members use our site more effectively.
- We continued to use marketing channels to highlight the hotels that are going above and beyond in areas of sustainability.
- We continued optimising and A/B testing our member-feedback programme using Feefo to ensure the process is as seamless as possible.

### Not yet achieved

- In 2026, we will revisit the ethical marketing policy to ensure it is still fit for purpose and make any necessary updates.
- We will roll out a robust, multi-channel personalisation programme now we have the right tools in place.

## Digital accessibility

### Achievements

- We committed to an annual digital-accessibility audit of the website to ensure continued compliance and improvement.
- We audited the homepage redesign prior to development, embedding accessibility considerations early in the design process.
- We introduced a colour-contrast checking tool for the design and creative teams to help ensure imagery and visual designs meet accessibility standards.

- We integrated accessibility into CRO and user testing, running experiments aimed at improving usability and clarity across the booking journey. Key improvements included: adding clear messaging to show how many rooms are available for selected dates; and displaying the number of available offers and rates per room, helping users understand their options more easily. And we updated the rates display from a long list to a carousel-style layout to improve how users browse and compare options, ensuring the component supports keyboard navigation and accessible controls.
- We hosted a Digital Inclusion Lab during a cross-department collaboration day, featuring live user-testing with participants who were partially sighted and neurodivergent, giving teams a practical understanding of real accessibility challenges and inclusive design.

### Goals for 2026

- We will run a dedicated Digital Inclusion Lab for our design, creative and editorial teams, with plans to expand to additional departments where possible.
- Add alt text to all property and room images to improve accessibility for screen-reader users.
- Continue and expand user testing to inform our CRO strategy, increasing both the number and cadence of tests to further improve usability and accessibility.

### Future focus (beyond 2026)

- To build out more advanced user-testing and user-research capabilities to support ongoing accessibility improvements.
- Explore AI-assisted accessibility solutions (e.g. tools like UserWay) once foundational accessibility improvements are in place.
- Roll out a robust, multi-channel personalisation programme now we have the right tools in place.

# Our 20 charity partners

We continued to support our three charities for the incredible work, ambitions and responsibility they bear in making substantial positive change for land, ocean and people — all fundamental elements of travel.



**How our donations work**

Our donations for World Land Trust and Blue Marine Foundation come from three sources: first we find out how many gift cards we have sold in the quarter and multiply those numbers (£1 per physical card and £5 per virtual card is donated). Members are also offered the opportunity to offset their carbon at check-out on the Mr & Mrs Smith site (calculated at £15 per tonne of CO2). The numbers are then all added up and divided equally between those two partners

For Human Dignity Trust, we chose to donate £5,000 donation in 2025, and plan to do so again in 2026.

We also have an agreement with Asilia Group who operate a charity wing linked to their properties in Africa. We plan to donate 1% of our commission from any booked stays at their properties.

**Protecting the ocean**

Blue Marine Foundation is a UK-based, ocean-conservation charity, whose efforts are focused on secure and effective protection of the seas; tackling overfishing and supporting sustainable, equitable use of the ocean; and restoring vital marine ecosystems, safeguarding vulnerable and threatened species. To date, Blue Marine has helped secure commitments to protect over 4.9 million square kilometres of ocean. The charity currently has 75 projects across 29 countries and has over 260 partners.

In 2025 it made a lot of progress in its mission. Shocking scenes in the film *Ocean with David Attenborough* galvanised public support for a ban on trawling. Blue Marine was proud to host the premiere of a film that became a rallying cry for change. The Foundation's own film, *The Bottom Line*, showed the grisly reality of trawling bycatch, and moved over 10,000 people to respond to a government consultation to ban industrial fishing in the UK's marine reserves.

A months-long campaign to #SaveAfricanPenguins found a successful outcome as landmark legal protection was given to these sea birds and six new fishing-protected zones were implemented around breeding colonies. July marked a turning point in the fight to safeguard the Indian Ocean's stocks of tropical tuna, when Blue Marine and partner Bloom Association won a landmark legal ruling at the European Court of Justice.

Two major conservation milestones were achieved in 2025 in Greece. A highly protected area was designated around Formicula Island in the Ionian Sea to safeguard endangered monkseals. And in the Aegean, four protected

fishing areas were designated around Amorgos, marking Greece's first community-led marine protected area.

*'Thanks to the support of Mr & Mrs Smith, a longstanding partner — and collectively with other highly committed partners — Blue Marine is pushing the global agenda to protect 30% of the world's ocean by 2030. A thriving ocean teeming with life is what we strive to leave for generations to come.'*

— Sara-Jane Skinner, Head of Partnerships at Blue Marine Foundation

In 2025, we facilitated a contribution of £1,372 to the Blue Marine Foundation and aim to increase this in 2026.

Information obtained from Blue Marine Foundation. Visit [www.bluemarinefoundation.com](http://www.bluemarinefoundation.com) to learn more about their work.

**Protecting the land**

World Land Trust (WLT) is active all over the world, including Mexico, Bolivia, Angola, Madagascar, Nepal, Armenia and the Philippines. At a time when biodiversity is declining faster than at any point in human history, it is vital for businesses to play a role in the protection of nature. Mr & Mrs Smith's longstanding support of WLT is helping to tackle the climate and biodiversity crises through the protection of land in consort with local communities.

The trust's flagship, Buy an Acre land-purchase programme enables the long-term protection of mature forests and other habitats, benefitting wildlife, climate and people. It safeguards threatened landscapes all over the world — from Argentina's Somuncurá Plateau to Uganda's Albertine Rift — empowering its conservation partners to secure habitats for future generations.

The partnership between WLT and Mr & Mrs Smith has funded the protection of 844 acres (equivalent to roughly 563 football fields) of critical habitat since 2021, supporting conservation partners in Argentina, Ecuador, Kenya, South Africa and Uganda. The Buy an Acre programme has safeguarded land and helped to protect endangered species such as the Spectacled Bear and the African Pangolin; and saved endemic species such as the El Rincon Stream Frog in Patagonia from the brink of extinction. Together, our shared values protect nature, in harmony with local people all over the world.

*'Protecting the world's most extraordinary places takes strong partnerships. We're incredibly grateful to Mr & Mrs*

**Achieved**

1. In 2025, we facilitated contributions from guests and stakeholders that reached a combined total of £44,122 to World Land Trust, Blue Marine Foundation and Human Dignity Trust.
2. We continued to offset our carbon footprint against all tracked Smith business travel.



Community score 22.1



*Smith for its ongoing commitment to conservation. Every acre safeguarded helps secure a future for wildlife and the communities who depend on these landscapes — a wonderful example of how a love for exploring the world can also help protect it.*

– Emma Douglas, Director of Development at World Land Trust

In 2025, we facilitated the donation of £21,372 to World Land Trust and hope to facilitate more in 2026.

Information obtained from World Land Trust. Visit [www.worldlandtrust.org](http://www.worldlandtrust.org) to learn more about their work.

### Protecting human rights

Human Dignity Trust is the only organisation working globally to support strategic litigation and legislative reform to eradicate laws that criminalise consensual, same-sex sexual intimacy and to enact protective legislation. Its vision is a world in which LGBTQ+ people live authentically, free from the threat of state-sanctioned prosecution and persecution. To achieve this, it provides the specialised technical, legal, and communications expertise necessary to dismantle discriminatory laws that still impact millions in 65 jurisdictions worldwide.

Chief Executive Téa Braun updated us on the vital work they've been doing over the past year:

*In 2025, despite civic spaces shrinking globally and the growing anti-rights movement — compounded by the abrupt cutting of USAID funding which impacted many of our partners — we continued to achieve critical milestones through our strategic support of local partners. We bosted a major private decriminalisation convening, bringing together more than 100 civil-society actors, legislators and funders from around the world to share expertise and strengthen global collaboration on ending criminalisation.*

*We facilitated workshops in Kiribati and Tuvalu to assist partners in developing pathways to decriminalisation. And we delivered training for law-enforcement authorities in the Seychelles to support the implementation of newly enacted hate-crime legislation that we helped develop in 2024. We were also encouraged to receive requests from the Government of Lesotho and the Leader of the Opposition in the Cook Islands to support the advancement of hate-crime legislation, and we are looking forward to continuing that work in partnership with them to address bias-motivated offending against LGBTQ+ people and other marginalised groups.*

*Alongside these developments, our work was spotlighted internationally in June 2025, when we were shortlisted for the Charity or Community Initiative Award at the British LGBT*

*Awards for our award-winning documentary, A Better Place, about our work to tackle the toxic legacy of British colonial-era laws that criminalise same-sex intimacy. Since then, we also collaborated with filmmakers who produced an outstanding feature-length film entitled Out Laws, which tells the stories of three of our successful litigants from Sri Lanka, Barbados and Namibia — the film's international premiere took place on 23 March 2026 at the BFI London Film Festival.*

*We will continue this much-needed work over the next three years, pursuant to our 2024–2029 strategic plan: Pride in Progress: a roadmap to ending LGBT criminalisation.*

*We are very grateful to Mr & Mrs Smith for their continued support of our work.'*

In 2025, we donated £5,000 to Human Dignity Trust, which is also expected to be our donation for 2026.

### Community: our hotels

One of our group launches from 2025 goes to the heart of our B Corp values — an important collaborative moment that allowed us to work with a like-minded B Corp-certified provider. We teamed up with Asilia Africa to launch 15 luxury safari stays across southern Africa, including 10 properties on Mr & Mrs Smith and a further five exclusively on Hyatt. Among the benefits to both of our businesses was an opportunity to amplify our shared commitments to socially and environmentally responsible travel.

### Hotel highlight: Asilia group launch

The 15 Asilia stays in our collection span destinations from Maasai Mara in Kenya to the gorilla-populated forests of Bwindi in Uganda. Stays in Tanzania dominate the curation, opening up destinations such as the Serengeti and Ngorongoro Crater, as well as lesser-known spots such as Rubondo Island and Ruaha National Park.

Camp set-ups vary from the private safari vehicle, chef and butler frills of The Retreats at Namiri and Sayari, to the luxurious tent suites of expedition camp Usangu. However, all are united in their design, which aims to tread lightly in day-to-day operations, and can be fully dismantled so that the landscape can be returned to nature. This is nowhere better demonstrated than with Asilia's two migration camps, Olakira and Ubuntu, which are struck and re-pitched, seasonally, to follow the herds.

On top of this, some destinations have been chosen strategically to support or create local economies: The Highlands in Tanzania drives employment and income

for a different community, further away from the main tourist areas beside Ngorongoro Crater. And Kenya's Naboisho Camp is a collaboration with a community-run, not-for-profit private conservancy, Mara Naboisho, in the Great Rift Valley.

All 15 camps come with bridge-building initiatives that support their surrounding flora, fauna and human communities. Dunia Camp in the Serengeti is run entirely by local women, breaking the male-dominated safari mould. There's a conservation-research focus to the walking safaris at Usangu, set among Ruaha National Park's wetlands. And cultural experiences that educate and engage Asilia guests range from guided excursions with Maasai tribespeople in Rekeru, Naboisho and Sayari camps; to explorations of Batwa forest traditions at Uganda's Erebero Hills.

As part of the Nawiri Group, Asilia donates US\$10 million annually to nature protection and impact funding. And Mr & Mrs Smith's collaboration with Asilia generates additional support, with 1% of our commission on direct Smith bookings going to the Nawiri Foundation.

*It's been a privilege to work with a safari provider that has such a coherent and exhaustive approach to sustainable travel, and we look forward to strengthening this joint endeavour for years to come.*

— Kate Pettifer, Senior Content Editor, Mr & Mrs Smith

### Achievements

In 2025 we overhauled our Property Profile questionnaire in Salesforce to gather more in-depth data on both accessibility and sustainability; this form is completed by every new hotel or villa joining our collection. Each subject area now has a distinct drop-down form for the hotel to complete.

For the accessibility form, we cover details around accessible room types and connecting-room options (for carers); parking; and communal areas including restrooms and pools.

For sustainability, we harvest data around certification, public pledges, responsibly managed design and build; impact-lightening waste, water and energy measures; housekeeping and bath-product details; and outreach including investment in conservation and community initiatives.

By adding greater questionnaire 'real estate' to these areas, not only are we able to better understand the setup

of our joining hotels in each of these areas, but we're also signposting their importance.

During 2025, we noticed inconsistencies in the way we were defining which criteria properties must meet to join our featured 'hotels with sustainability initiatives' collection. To formalise the process, we have carefully crafted a list of areas for consideration that focus on things like above-and-beyond community involvement, conservation efforts and efficiency-driven design and operations.

We are not setting ourselves up as the certifiers of best practice. Instead, we choose to celebrate those properties that are pioneering sustainability in our industry. Creating clear guidelines for this hero collection not only allows us to grow our existing portfolio with consistency but also provide those hotels striving to do better with an inspiring and defined pathway.

### Not yet achieved

1) Now that our sustainability criteria has been defined, we'll be conducting an audit of all hotels in the existing collection to ensure the work they're doing remains in line with our guidelines.

2) In 2025, we reviewed and enhanced our list of onboarding questions regarding access requirements for guests who may have physical, sensory and/or hidden impairments. As a result, we've been able to create more detailed information throughout product pages.

3) We are currently working on the creation of a sustainability pack that will contain full details of baseline standards and best practices, to be shared with our partner hotels. This will provide a reference and resource to inform and inspire their own policies and best practices.

# Collection-wide updates

26

Of the 271 hotels that joined Smith in 2025, 25% were added to our 'hotels with sustainability initiatives' collection for going above and beyond.





It's a way for our members to connect with green-minded hotels, and for our hoteliers to feel inspired to expand their current initiatives to meet the collection's criteria. In addition to the 15 Asilia Africa safari camps outlined above, here are some of the new hotels that have joined in the last year:

**Fowlescombe Farm, UK:** This wholesome retreat in Devon is set on a regenerative working farm, with wildflower meadows, local materials used in its decor and educational partnerships.

**Antigua Casona San Blas, Peru:** This restored adobe house in Cusco is B Corp-certified thanks to its carbon-offsetting efforts, community initiatives and green-energy choices.

**Wilderness safari stays, Africa:** Protect, empower and educate are the pillars of each of our 13 Wilderness camps across Southern and East Africa. Most are solar-powered and all work to conserve the local land, biodiversity and communities.

**Arimasansoh Goshobessho, Japan:** This traditional *ryokan* in Kobe protects its craft heritage, preserving its Muhouan pottery kiln and showcasing cultural traditions for guests.

**Edgewood Tahoe Resort, USA:** On the shores of Lake Tahoe, this resort champions renewable energy sources, carbon offsetting and donations to food banks.

**Hotel Belmar, Costa Rica:** Cloud-forest planting, discounted dining for locals, and an organic farm and on-site brewery are among the measures that bolster this Monteverde retreat's sustainability credentials.

# 30 Our editorial



While we had fewer articles that focused solely on sustainability in 2025, we took a more holistic approach to incorporating these ideas and ethics into our writing — as environmental consciousness has become the expected standard in hospitality, so it has in our content overall. This means interviewing chefs such as Chiara Pavan, Nicholas Balfe and the late, great Skye Gyngell, who have been heavily invested in putting plant-based eating first, alongside promoting heritage cuisines and responsible agriculture.

We highlighted ancient, local craft traditions that are being kept alive, from ceramics to cheese-making, and explored soulful wellness methods that dig deeper into mental health and wellbeing. And in our destination-focused guides, we were mindful of signposting places to visit that share our values.

We continued to support our charity partners, too, with posts about Human Dignity Trust's ongoing legal work, fighting for same-sex rights, while also spotlighting activists who are helping to open up more varied opportunities for LGBTQ+ travel. We explored responsible ways to enjoy the ocean with Blue Marine Foundation and checked in on World Land Trust's community outreach across the world. We also offered our support to hoteliers suffering from the aftermath of the California wildfires.

Our ongoing Revival Stories series delved into subjects as diverse as donkey rescue in rural Spain, self-sufficiency on a Sicilian farm and sensitive safari-ing in India (which has been nominated for an Inspire Global Media Award in the Asia sub-category 2026). And we marked International Women's Day with posts about female-forward hotels and wellness that truly benefits women; and Earth Day by paying homage to our most sustainable stays.

We also highlighted our Earth-kind hotels through our anonymous reviews. In 2025, *The Guardian's* Morwenna Ferrier reviewed one of our stand-out sustainability champions, Oasyhotel in Tuscany.

We despatched reviewers to more heroes of our Hotels with Sustainability Initiatives collection, including Boca de Agua in Mexico, which was built to tread gently on the Laguna de Bacalar's delicate ecosystem; and Jetwing Vil Uyana, set on a 28-acre reserve in Sri Lanka. Reviews of sustainability champions Villa Lena, Torre de Palma Wine Hotel and Forestis were also completed in 2025.

## Editorial content in 2025

### Sustainably-minded travel

[Sensitive safari-ing at Jamtara](#)

[A sustainable souvenir guide](#)

[Our most sustainable stays](#)

[Shifting seasons at Shishi-Iwa Japan](#)

[Devon's transformative wellness retreat](#)

[Alternative wellness](#)

### Community and social responsibility

[Cheese-making at Oasyhotel](#)

[Five reasons to visit Romania](#)

[Supporting California's wildfire victims](#)

[Female-focused wellness for International Women's Day](#)

[Ladies first at Grand Joanne](#)

[Skye Gyngell at Heckfield Place](#)

[Charlie Hibbert at Thyme](#)

[Chiara Pavan at Venissa](#)

[Nicholas Balfe at Holm](#)

[Riccardo Bacciottini at Monteverdi](#)

### Diversity

[Talking LGBTQ+ travel with Human Dignity Trust](#)

### Conservation

[Self-sufficiency at Susafa](#)

[Oasyhotel's art trail](#)

[Turning tides with Blue Marine Foundation](#)

[De-stressing with donkeys at Solo Palacio](#)

[Global conservation with World Land Trust](#)

[Mucking in at Fowlescombe Farm](#)

**Social content**

There was wide engagement with our Asilia launch post on our Instagram channel in August 2025, with 33,000 views and 214 likes at the time of this publication. Our Yes, Chef series of interviews with culinary talents championing ethical eats also performed well: Angela Hartnett and Luke Holder at Lime Wood had 46,000 views and 963 likes; Nicholas Balfe at Holm had 21,000 views and 447 likes; Charlie Hibbert at Thyme had a combined total of 32,000 views and 426 likes; and Head Kitchen Gardener Alex Sultan at The Pig in the New Forest had 19,000 views and 305 likes at the time of publication.

Our Creative team also planned photoshoots and gathered original content to support editorial stories and social posts about some of our sustainability heroes: Susafa in Sicily, Fowlescombe Farm in Devon, Casa de Uco in Argentina and São Lourenço do Barrocal in Portugal. And when we launched our collection of Asilia Africa safari lodges and camps in January 2026, the post garnered 16,000 views and 400 likes, as of the time of this publication.

**Marketing**

**International Women’s Day**

Our 2025 International Women’s Day dinner — bringing together 30 industry leaders, creatives, hoteliers and founders — fed directly into our B Corp impact work by strengthening our commitment to representation, equity and community-building within the hospitality space. These gatherings are an important part of how we convene and elevate diverse voices, creating meaningful dialogue that shapes our future standards and cultural accountability.

**Our conservation partnerships (Blue Marine Foundation and World Land Trust)**

Our ongoing dialogue with Blue Marine Foundation and World Land Trust — and our role in facilitating a deeper connection between the two — reflects our commitment to using our network to drive tangible environmental impact. By convening conservation partners and enabling collaboration, we help amplify shared goals in ocean and land protection, ensuring that the work happening behind the scenes is as ambitious and future-focused as the experiences we curate for our community.

**What’s next?**

1) We’ll continue to use our editorial platforms — including our on-site Journal, member emails and social media — to inspire and educate our members about sustainability-driven hotels and travel experiences.

2) We’ll build on content that highlights sustainable practices, activists and human-rights groups looking to make travel more inclusive and environmentally friendly; to highlight diverse voices and experiences; and to explore outside-the-box wellness offerings including mental-health needs. We’ll also consider environment-conscious design, community outreach, charitable giving and other topics. Focused articles and interviews will be seeded throughout the year (rather than exclusively during B Corp Month or on key dates, such as International Women’s Day or Earth Day) on our Journal. And these considerations will factor into any future content we produce, even if the focus is not specifically on sustainability or diversity.

3) We’ll continue to amplify these messages by promoting articles through newsletters and on social media.

4) We’re currently working on further collaborations with our charity partners (for Valentine’s Day 2026, we published a supporting article to promote Human Dignity Trust’s Legacy of Love campaign). We will also continue our Revival Stories series, highlighting our most sustainable properties; and build our list of interviewees, keeping our B Corp goals front of mind.

For 2026, we’ve published several articles for the Journal focused on sustainability and community outreach, including a round-up of hotels that support women’s charities and another on those that utilise renewable energy to fit this year’s Earth Day theme of ‘our power, our planet’.

We’ve published an article that outlines the goals and ambitions of the Asilia Africa hotel group and its foundation; a deep dive into The Pig hotel group’s ethical operations with Group Head Chef Andy Wright; a Revival Story on Sardinia’s regenerated areas; and an interview with legendary chef and Unesco Goodwill Ambassador for biodiversity, Mauro Colagreco.



# 34 Our sustainable future

As with many early-stage sustainability programmes, translating intent into consistent execution has proven more complex than anticipated. 2026 therefore represents a year of reset; an opportunity to refocus, simplify and ensure our efforts are both credible and measurable.

## Achieved

1. We continued to offset the carbon footprint associated with business travel (flights, rail and car journeys) through donations to our conservation partners.
2. We maintained support for our environmental partners, ensuring that our contributions continue to protect and restore critical ecosystems.
3. We continued to promote and embed best practice around slower, more considered travel across the organisation, influencing both business and personal journeys.

## Still to be achieved

1. While we established a clear baseline with Planet Mark, we did not engage with the programme to its full extent. As a result, our net-zero roadmap requires renewed focus and clearer ownership.
2. We did not make meaningful progress in our Tech Zero ambitions. This remains an important but underdeveloped area of opportunity for the business and a learning opportunity.
3. As a remote organisation, capturing energy-usage data in a consistent and low-friction way continues to be a challenge. A scalable, lightweight approach has yet to be implemented.

# What's next?

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We are fortunate to work with a collection of exceptional hoteliers and charity partners who continue to challenge and inspire us

Change takes time. And more importantly, it requires collective effort. While pace can often feel like a proxy for progress, we recognise that incremental, compounding change is ultimately more meaningful than sporadic ambition.

Our focus for 2026 is therefore clarity over breadth. We will prioritise fewer initiatives, so they can be executed to a high standard.

A renewed emphasis will be placed on our environmental strategy — in particular, re-engaging with Planet Mark to define a credible pathway to net zero, and establishing a clearer position on Tech Zero and the role our technology can play in reducing its impact.

We are fortunate to work with a collection of exceptional hoteliers and charity partners who continue to challenge and inspire us. Their work — from initiatives that safeguard biodiversity to supporting local communities — sets a standard we continually learn from. Our role is not only to champion these leaders, but to ensure their efforts shape how we think, operate and evolve as a business.

The same is true of our teams and the wider community we're part of. Across the business and through our network, we see consistent examples of thoughtful, often understated progress. It is a reminder that meaningful change is rarely driven by a single initiative, but by many small actions, sustained over time.

That perspective emphasises a clear responsibility. To listen more closely, to learn more deliberately, and to use our platform to share and amplify the work of others — not simply to recognise it, but to help extend its impact.

As ever, our commitment to and implementation of these B Corp values remains a work in progress. Our responsibility is to approach this with honesty, focus and intent — ensuring that, over time, our contribution is both credible and cumulative.

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# THANK YOU

