

Impact report
Edition 02-2024

Mr & Mrs Smith

IMPACT REPORT

Words by
Smith editorial

Smith



THE TRAVEL CLUB FOR HOTEL LOVERS



Overall score **84.3**

2023 has been one of remarkable milestones and learning experiences for Mr & Mrs Smith. The acquisition by Hyatt marked a significant step towards realising our long-term vision, offering invaluable insights into sustainable practices within larger corporate structures that will only enhance our capacity to drive positive change.

This year has also seen us deepen our understanding of the symbiotic relationship between travel and sustainability. I'm extremely proud of the work we are doing to engage on a deeper level with our hotels. Despite the acquisition, our governance structure has remained robust, guided by a clear vision, mission, and purpose that reflect our aspirations to lead the industry in modelling conscious travel choices. Despite the changes around us, these guiding principles have stood firm.

The year also brought its share of challenges. Although we made strides in several areas, there is still work to be done. Our efforts to increase LGBTQ+ representation and address the workload impacts on our team's engagement scores have shown us that progress is a continuous journey, one that requires persistence, learning and adaptation.

Looking ahead to 2024, our goals are set with both ambition and integrity. We aim to further embed gender equity, inclusivity, and sustainability into every aspect of our operation, from our hotel curation criteria to our community engagements. We are committed to advancing our journey towards Net Zero, fully aware of the challenges this presents but equally excited about the opportunities for innovation and leadership it offers.

I realise that our greatest strength remains our people – a dedicated team whose passion and creativity continue to drive us forward. Together, with our hotel partners and members, I feel we are actively shaping the future of the industry to make it more inclusive, sustainable and meaningful.

This report is not just a reflection of what we have achieved but a blueprint for the future we are committed to creating. It's a testament to our dedication to making a tangible difference in the world, one stay at a time.

Tamara Lohan
CEO, Mr & Mrs Smith

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Travel & sustainability in 2023

With Mr & Mrs Smith joining the Hyatt group in June of last year, 2023 was naturally a year of reset for our business. For us, it provided an opportunity to revisit and reflect on the relationship between travel and sustainability and what it means for our industry today.



We spoke in depth with our key stakeholders to help us identify and understand the key themes and desired outcomes that would shape our strategy for 2024.

We:

- conducted surveys with key stakeholders internally and externally, gathering perspectives from diverse specialisms, including editorial, creative and customer service, as well as the hoteliers themselves;
- tapped into a resource we would never have access to in the past: our new parent company Hyatt – drawing on reams of stats and robust insights generated by research and development teams who provided stats and insights;
- took advantage of platforms such as Stylus to provide deeper context and enable us to weave in macro travel trends.

As with all aspects of Smith operations, agility was at the heart of our approach. We strived to keep all communications open and transparent, ensuring that the interviewee pool remained broad (encompassing B2C and B2B audiences, cross-functional teams and wide-ranging stakeholders) to provide as well rounded a lens as possible.

Findings were then mapped to business opportunities, identifying the ROI possibilities of the opportunities presented by the next era of travel technology.

Why do this?

With travellers' needs constantly evolving, our customer-first strategy means that we continuously seek to update our understanding of Mr & Mrs Smith's two complementary customer categories – our members and our hotel partners – to ensure we can meet those changing needs and align our two customer bases.

Similarly, with a new generation of customers growing to dominate the luxury-travel landscape – one with different needs and aspirations, and which may potentially approach travel in a way we have not previously considered – we need to ensure we have the knowledge to readily adapt to a changing market.

To maintain our position as market pioneers, we need to ensure we maintain a clear understanding of the trends and tendencies shaping the direction of travel, and are able to highlight these to our customers even before they have considered them.

This research helps us identify business opportunities, update and adapt curatorial strategies, and implement long-term change.



Mission, vision & purpose

Mr & Mrs Smith's guiding ideas – the vision, mission and purpose of the business – were internally reviewed and redeveloped in light of the company being awarded B Corp status in 2022.

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 continuing existence.

Following the acquisition by Hyatt in 2023, these have been reviewed and remain unchanged.



Governance score **22.1**

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Vision

Be the only place to book for the discerning hotel lover.

Mission

Empowering conscious travel choices by curating the world's most desirable hotel collection. Winning loyalty with unrivalled service and a genuinely rewarding member experience.

Purpose

Shaping the future of staying together.

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2023 highlights

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The new relationship with Hyatt has already provided valuable insight into how bigger corporations approach sustainability, and will doubtless offer more useful learnings as the integration continues.

2023 was a milestone year for Mr & Mrs Smith, as it saw the business fulfil a major ambition with its acquisition by Hyatt Hotels. As well as a vindication of the ethos and approach the company has adopted since the beginning, the acquisition has given Mr & Mrs Smith the resources necessary to reach the next stage of business potential.

The company will continue to operate as a distinct and autonomous entity, and therefore continue to act according to the values that have always guided it. The new relationship with Hyatt has already provided valuable insight into how bigger corporations approach sustainability, and will doubtless offer more useful learnings as the integration continues.

Mr & Mrs Smith's B Corp activities are ever-evolving, continuous and iterative, with small gains continuously being worked on through all streams of the business. In 2022, we embarked on a conscious and critical effort to understand and improve our impact on every stakeholder that our business touches, encompassing members, our team, our hotelier community, and the world as a whole. This process is ongoing, and – as in 2022 – has resulted in a range of achievements, both small and significant, as well as resulting in learnings that we will apply throughout 2024.

- We continued to assess the weighting of sustainability when it comes to our hotel collections's curation and approval criteria, alongside highlighting and championing hoteliers making a meaningful impact on the community, the environment and innovation.
- In 2023, we launched our partnership with Soho Works to offer our teams the opportunity to come together in person for cross-departmental working days, allowing for effective human connection, conversation, and the possibility of cultivating relationships that might be limited by online-only communication platforms.

To celebrate the diversity of faiths and backgrounds represented within our teams, we introduced company-wide holidays for selected non-Christian festivals (such as Diwali).

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Our people

For Mr & Mrs Smith, 2023 reinforced the importance of our people more acutely than any period since the Covid pandemic. The personal efforts of tight, dedicated teams and passionate individuals around the business meant their contributions had a wholly positive impact for our charities, our hoteliers, our community and each other.

The success of their efforts is rooted in the autonomy and empowerment which is fundamental to our remote-working strategy and our ethos as a business: to create environments that enable people to be the best that they can be.



Workers score **30.2**

Diversity and inclusion goals

— how are we doing?

In 2023, we set a number of goals for the year ahead, based on the results of our company-wide diversity audit.

Achieved

- 1) We improved gender balance in three departments – Tech, Partnerships and S24 – resulting in better business decision-making and greater diversity of thought.
- 2) We continued to improve the management support for our younger employees, as demonstrated by the increase in our Peakon engagement scores to 8+ for 18–24-year-olds, despite being a fully distributed business. By ensuring that invitations to company meetings such as trading, tech prioritisation were issued and that they had continuous access to our people operations team, we cultivated a culture of continuous learning, development and support.
- 3) Our internal communities of B Corp champions, ABLE and the LGBTQ+ met, frequently met, brainstormed and implemented improvements, ranging from revamping the accessibility information on our website to deciding our net-zero partners.
- 4) We offered a series of work placements to students from underrepresented communities – a practice which will continue in 2024.

Not achieved

- 1) We declared an aim to increase the visibility of LGBTQ+ representation in our hotelier community, employees, future employees and reviewers through our website content but, although we have made some progress in this area in 2023 these efforts are not yet delivering our desired impact. This therefore remains a target for 2024.
- 2) We achieved an engagement score of 9.2 for our carers in 2022, which we aimed to at least equal in 2023. Although our score remains above the Peakon benchmark for the tech industry, our target was not achieved every month. Workload was the main factor bringing this score down (for the business as a whole) and we are therefore especially mindful of the workload impact on our carer community.
- 3) Recognising different cultures and therefore business approaches, our intention was to understand the different approaches to business language and communication in 2023 with the support of D&I consultancy Kiltered. This wasn't achieved and remains a goal for 2024 as we continue to grow our diverse workforce.
- 4) Prefer not to say: There will always be a group of people within our organisation who 'prefer not to say' when it comes to answering questions that drive our engagement scores through Peakon. In 2023, this group not only grew in size but were indicated to be less with the business. Regaining trust is a key area to work on in 2024, through sharing stories of vulnerability and creating an environment of psychological safety. This must come from the leadership team.

Our goals

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Over the coming year, we plan to continue to build on our successes and insights, focusing on certain specific areas of development and reflection.



Provide opportunities for those from state schools in higher education for work placements and participation in Hyatt's RiseHy programme.

We will:

- 1) Continue to try and achieve gender equity within Mr & Mrs Smith, focusing on Marketing, correcting existing imbalances where we can.
- 2) Continue to increase the visibility of LGBTQ+ representation in our hotelier group, team and partners both externally and internally.
- 3) Create a structured and supportive return-to-work programme for parents returning to work in a fully distributed work environment.
- 4) Provide opportunities for those from state schools in higher education for work placements and participation in Hyatt's RiseHy programme.
- 5) Create a structured mentoring programme within the business so that we cultivate an environment of learning, development and growth.
- 6) Publish a sustainability deck through our curation and contracting department, highlighting the brilliant work of hoteliers and the importance of sustainability to the Mr & Mrs Smith collection.

7) Work with net-zero experts Planet Mark to increase our understanding of our carbon footprint and create a robust plan of action to get the business to net zero, and beyond.

8) Continue to ensure Mr & Mrs Smith is supporting parents and carers, maintaining a Peakon engagement score of 8.5+ among this group.

9) Continue to provide opportunities for those coming out of education into the workforce, offering summer placements for secondary-school students from low-income backgrounds and ensuring all interns are paid the living wage.

10) Expand our programme of diversity education and open discussion, with the support of Kiltered consultant Morag Offili, and with a particular focus on language and communication.

11) Continue to nurture a culture of continuous learning and development, through our existing coaching resource from Human4, alongside monthly external workshops and initiatives with third-party organisations and resources such as the School of Life.

12) Increase the engagement score of 'prefer not to say', and work on cultivating an environment of psychological safety.

13) Continue to assess and implement ways of making a creative contribution to our sustainable hotels.



Our members



Feedback and listening to our members were the themes of 2023. We strived to present engaging, informative content to help them make educated decisions about where to travel.

Our members continue to be at the forefront of our business, not only through our dedication to offering travellers hotels and experiences tailored to their real-world habits and desires, but by helping educate them about the hoteliers championing sustainability – now a central element in our customers’ decision-making process.

Feedback and listening to our members were the themes of 2023. We strived to present engaging, informative content to help them make educated decisions about where to travel. Through our third-party feedback platforms we were better placed to create a more personalised and thoughtful customer journey for our members, leading to more-informed travel choices.

Achieved

- 1) We continued to make improvements in lifecycle communication, providing relevant content based on members’ experience.
- 2) We used our marketing channels and comms to highlight our eco-conscious partners and their sustainability efforts.
- 3) Our customer-review platform is now fully integrated, allowing customers to feed back on service and product. This feedback is then assessed and, where appropriate, actioned. The new platform enables a com-

plete feedback loop and allows for greater personalisation in the questions we ask different member segments.

4) We have introduced a user-testing programme to collect customer feedback on changes we plan to make before they are made.

5) All members of the Mr & Mrs Smith team are now required to have mandatory privacy and GDPR training annually, improving the safety of our customer data.

Not achieved

- 1) We have not yet built out specific B-Corp lifecycle comms. These are planned for Q1 2024.
- 2) Advanced user-testing across all areas of the business is still in its infancy.

Our 24 charity partners

Travel is, fundamentally, about the planet and its people – and we take the responsibility we bear to both very seriously. That’s why we are proud to continue our support for three charitable initiatives who each do invaluable work to protect and preserve our oceans, landscapes and human rights, respectively.



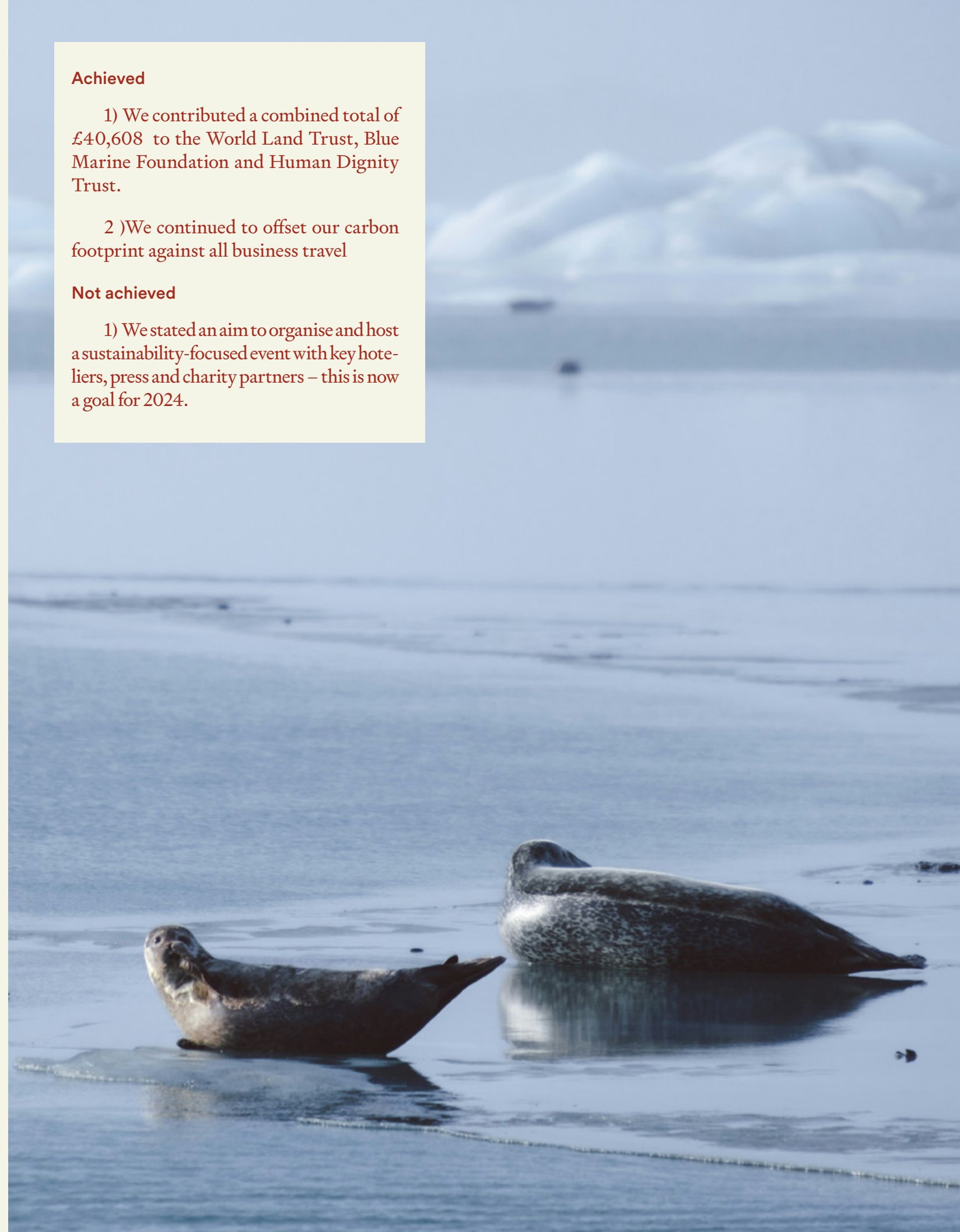
Achieved

1) We contributed a combined total of £40,608 to the World Land Trust, Blue Marine Foundation and Human Dignity Trust.

2)We continued to offset our carbon footprint against all business travel

Not achieved

1) We stated an aim to organise and host a sustainability-focused event with key hoteliers, press and charity partners – this is now a goal for 2024.



Protecting the ocean

The Blue Marine Foundation is an NGO with a simple goal: to secure protected status for at least 30% of the world's oceans by 2030.

Global marine life faces numerous threats, ranging from overfishing and CO2 contamination to global warming. Given that 80 per cent of the world's oxygen comes from phytoplankton and underwater plants, our seas are essential for life on earth.

To date, the BMF has established two of the world's largest marine reserves in the Indian and Pacific, as well as the largest fully protected marine reserve in the Atlantic.

'Thanks to the incredible support of Mr & Mrs Smith, Blue Marine has celebrated another incredibly impactful year. With 45 projects across 20 countries, some of the key highlights of our work in 2023 include:

- *The UK government supported a moratorium on deep sea mining following a Blue Marine media and policy campaign.*
- *Blue Marine formed part of a 10-partner collaboration to launch the Solent Seascape Project – the first whole-eco-system restoration project in the UK.*
- *The Jersey government proposed plans to secure 27 per cent of its waters, supported by Blue Marine research and campaign.*
- *Blue Marine helped secure support from the Greek state for the first Greek permanent no-fishing reserves and seasonal fishing closure around Amorgos, spearheaded by local fishers.*
- *In partnership with Dutch Caribbean Nature Alliance, Blue Marine advocated increased marine protection across the Dutch Caribbean to the Dutch and Island Governments.*
- *Aruba formally committed to creating an EEZ-wide MPA covering 25,199 km2 at the Our Ocean conference.*

We wouldn't be able to achieve the amount we do without the generosity of supporters like Mr and Mrs Smith. Their support is both heartening and vital.

– Hamish MacKay, Blue Marine Foundation

In 2023, we donated £18,312 to the Blue Marine Foundation, and aim to increase our donations in 2024.

Protecting the land

The World Land Trust exists to secure environmental protection for ecosystems all over the world, preserving biodiversity and preventing deforestation.

With only 15% of the Earth's land currently protected and half of the world's rainforests lost to deforestation in just 40 years, the Trust plays a crucial role in stopping habit loss through initiatives such as Buy An Acre, whereby a £100 donation can secure lifelong protection for an acre of land. Since 1989, the World Land Trust has protected more than 881,000 acres and funded 82 reserves in 20 countries.

'World Land Trust is delighted to have a partnership in place with Mr & Mrs Smith and to support the company's biodiversity targets. 2023 was another record-breaking year in which WLT supporters continued to scale up our impact for the natural world, working with more than 50 conservation partners to Save Land and Save Species across the globe. Mr & Mrs Smith's steadfast support of our landmark Buy an Acre programme has to date brought an incredible 429 acres of threatened tropical habitat under protection, benefiting wildlife and local communities in places such as Argentina, Brazil, Kenya and South Africa. We are very grateful for our partnership and celebrate what is being achieved together'.

– Emma Douglas, Director of Development, World Land Trust

In 2023, we donated £18,312 – and hope to donate more in 2024.

Donations

Donations to the Blue Marine Foundation and the World Land Trust are funded through a combination of carbon-offset costs for team travel and reviewer/content creator trips, gift card sales (£5 for every e-gift card; £1 for regular gift cards), and direct member donations made on booking.

Protecting human rights

Since 2011, the Human Dignity Trust has defended the rights of LGBT people around the world, working to legally challenge discriminatory laws in jurisdictions that persecute or criminalise people for their sexuality or gender identity – including several territories beloved by Smith travellers. Since its foundation, the Trust has helped win 14 court victories in all regions of the world, decriminalising LGBT people and ensuring their right to freely form organisations. Its work in collaboration with the international legal community has opened up £22 million worth of pro bono legal services to LGBT activists globally.

'At the Human Dignity Trust, we envision a world in which LGBT people are free to live their authentic lives without fear of prosecution and persecution. We are the only organisation working globally to support strategic court challenges and other legal interventions to eradicate laws that criminalise people on the basis of their sexual orientation and/or gender identity, which sadly still exist in 65 countries.

We provided technical legal and strategic communications assistance to partners in all regions of the world in 2023, and achieved a major victory when a court in Mauritius struck down its criminalising law in October 2023, freeing LGBT people from 185 years of criminalisation.

We are delighted to receive donations from Mr & Mrs Smith in support of our work, and hope to continue to develop this partnership in 2024.'

– Nafisa Dahir, Communications Officer
Human Dignity Trust

Stemming from a recommendation made in our LGBTQ+ community group, we chose to support the Human Dignity Trust by donating 0.25% of bookings at hotels in discriminatory countries. In 2023, we donated £3,984 to the Trust.



Our hotels



Community score **21.6**

Given the nature of our business, it is not solely our own actions and policies as a company that have the power to have a positive impact on the world, but also those of the hotels we represent.

In 2023, we sustained our commitment to ensuring every hotel we admit into our collection is aligned with our own mission to give more to the Earth than we take from it.

Achieved

1) We recognise that we are in a unique position to influence hotels and drive change, and take this responsibility seriously. As well as actively questioning each hotel on its sustainability credentials at the start of our relationship, we continue to foreground environmentally conscious practices through post-curation communications, hotel visits and ongoing update requests, facilitating the dissemination of best practice around the global hotel network and contributing towards a cultural shift.

2) Last year, we reassessed and tightened our sustainability standards, adjusting the weighting in our curation criteria to prioritise the hotels that are really making efforts when it comes to pioneering this field.

This ensures that Mr & Mrs Smith members can be confident that any new hotel joining the collection will meet baseline sustainability standards, while helping us platform and champion the properties that go even further to promote regenerative hospitality.

Not yet achieved:

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

2) We are also exploring the possibility of using our sustainability champions collection (currently 33 hotels and projected to grow to 45 by the end of 2024) as a means of increasing donations to our charity partners. By donating the value of the Smith Extra or a percentage of the transaction value for each booking, we hope to be able to raise our charity donations, while incentivising sustainable practice across the wider hotel collection.

Our curation standards

To help determine whether a given property is right for the Smith collection, the Hotel Curation team asks:

Is this hotel...

1) Getting the basics right?

Does this hotel have the simple stuff covered? Is the restaurant sourcing locally, ethically and seasonally? Are they making use of waste water? Recycling properly? Minimising plastic use? Linen reuse programme?

2) Community-spirited?

Does this hotel give something back? Does it employ local staff and support local projects? Is it involved in local conservation programmes? In what ways does it demonstrate ethical awareness? How does it serve or support the larger regional community?

3) Innovative?

Are they a trailblazer in the eco-hotel sphere? Do the hotel buildings go beyond low-impact to lead the way architecturally? Is there a pioneering use of new technology or a showcase for traditional methods?

4) Inspiring?

Can guests watch turtles hatch, or rare sharks swim over a protected house reef? Can they marvel at a pristine landscape without the sense that they are also polluting it? Are there opportunities to meet people who have benefited from community projects?

5) Down-to-earth?

Is the hotel eco-friendly without taking the moral high ground? Does it inform and educate its guests without lecturing them? Are they transparent, open and honest about what they're doing – and what they could do better?



Collection-wide updates

The Smith collection is lucky to contain many trailblazing hotels who go to extraordinary lengths to be sustainable and make a meaningful difference to their local communities. As a travel business, we are privileged to be able to spotlight these properties and share their stories with our members.





They include:

Boca de Agua in Yucatán, Mexico, where 90 per cent of the treehouse resort's 82 acres are left to run wild.

Rio Perdido in Costa Rica – a protected reserve of 1,500 acres, built to ensure minimal impact on the natural topography.

Casa Silencio in Oaxaca, Mexico, a restored mezcal brewery and boutique eco retreat that models sustainable architectural practice.

Solo Palacio in Spain, a non-profit enterprise that ploughs its turnover back into in community and conservation projects ranging from carbon capture to rehoming strays.

Rosewood São Paulo in Brazil, which features a spectacular vertical garden, and is actively engaged in wider neighbourhood-revival initiatives.

Susafa in Sicily, a family-run farm hotel dedicated to responsible renovation, sustainable agriculture and hyperlocal supply chains.

Jetwing Vil Uyana in Sri Lanka, a 28-acre human-made nature reserve that puts wildlife education front and centre, and also offers hospitality training to disadvantaged children across the island.

Coco Hotel in Copenhagen, a carbon-neutral city hotel with a solar park and an organic farm that is also a member of Cofoco (Copenhagen Food Collective) and a supporter of social campaigns helping young refugees, people experiencing homelessness and victims of domestic violence.

Triana House Boutique Hotel in Spain – the first Passivhaus-certified hotel in Andalusia.

Boutique Hotel Milka in Slovenia, which is dedicated to preserving the beauty of its setting in the Julian Alps, and sources all food and drink within 100km.

La Tour d'Eole in Western Sahara – sustainably built, solar-powered, naturally ventilated, energy-efficient, and as close to zero-waste as it gets.

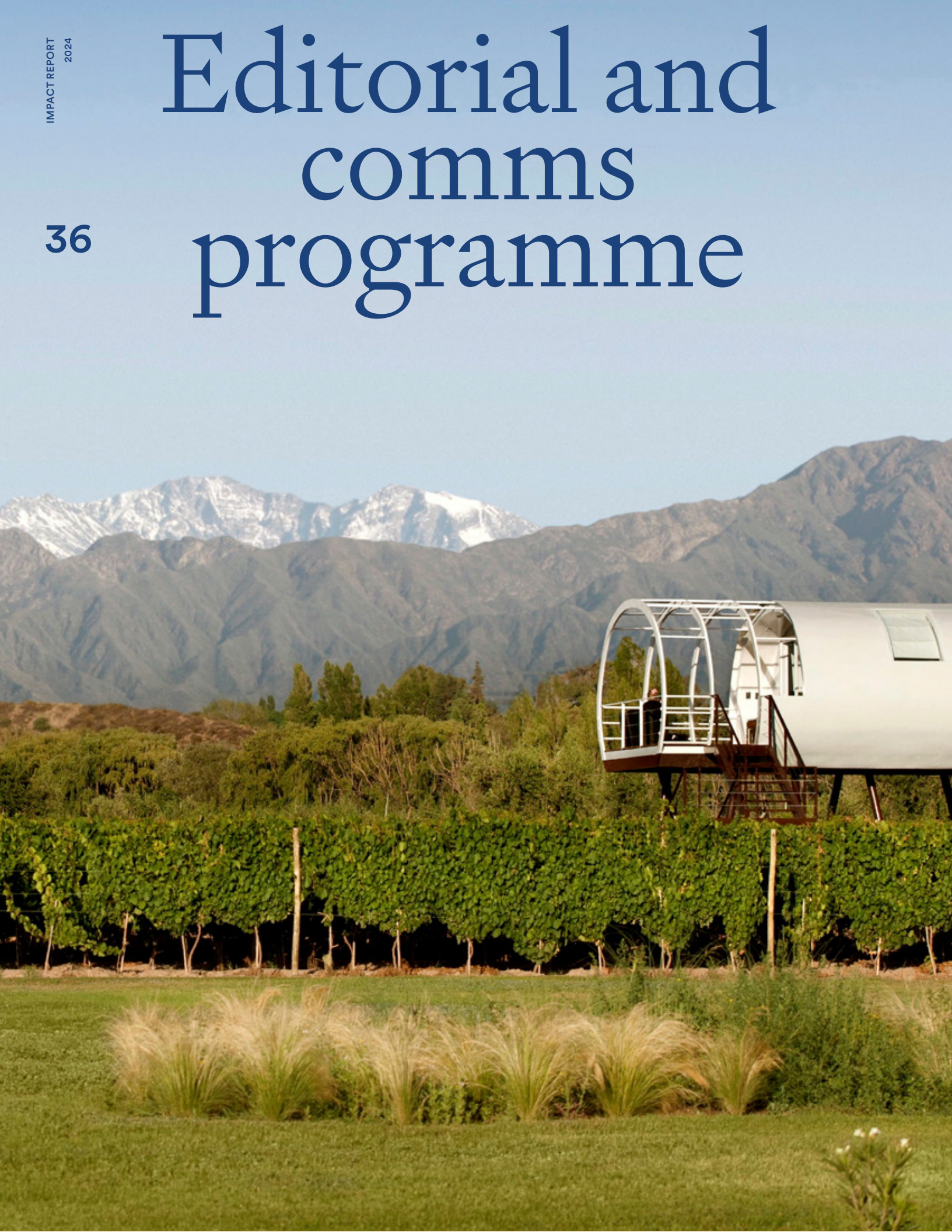
Achieved

1) A more informed understanding of what sustainability means and how to apply it to our curation standards.

Next steps

1) To keep up to date with the latest developments in sustainable travel, through government/industry initiatives, hotelier innovation and charity work.

Editorial and comms programme



In 2023, we launched our sustainability hub, home to our eco-friendly collection, CEO pledge, curation criteria, impact report and links to our conservation partners. In addition, a ‘Most Sustainable Hotels’ collection shortlists particular eco heroes, and these may have their own identifying badge in future.

We continue to curate both these collections and our accessible collection, while modifying the way we collect data so that we can best serve all guests with a disability or impairment.

Our editorial platform now includes a wellness category, containing features and resources, focusing on health and wellbeing. We plan to expand on this in 2024, highlighting hotels with holistic and alternative offerings or lifestyle retreats (such as the Yeotown programmes).

Hoteliers now complete an extensive sustainability questionnaire when their properties join the collection; in 2023 we predefined and tightened our criteria for sustainable hotels and a score was introduced for the curation team. These details are featured in the expanded sustainability section on hotel pages and help us keep our eco-friendly collection up to date. This means that Mr & Mrs Smith is in a unique position to be able to track the most innovative sustainability initiatives and best-practice guidance from hotels across the globe and then share those findings among our international hotel community via our hotelier newsletters. Plans are being put in place to retrospectively check and update the eco-friendliness of the hotels in our collection.

To minimise our own impact, we have made a commitment to commission freelance writers and photographers who are already based in the destinations we are covering, wherever possible.

Our comms team is planning to launch a B-Corp-focused email to be sent when a gift card is purchased, to draw attention to our charity partners, sustainability content and the donations we make from the sale of each card. Emails with a sustainability focus are scheduled for future sends.

In 2023, we published a wide range of content across sustainable travel, community and social responsibility, diversity and conservation. Articles included interviews with our charity partners, highlighting hero hotels, a pride guide and look into LGBTQ+ culture and advice on travelling responsibly. These were promoted across our social platforms and comms.

Sustainable travel

- Flight-free travel with Eurostar
- All train, no pain: the stress-free ski trip
- Velostone: Mallorca’s best cycling routes
- Sydney to Perth: the ultimate Aussie road trip goes electric
- How to safari sensitively in India
- Spain by train: making tracks from Andalusia to Madrid

Community and social responsibility

- The ethical elegance of With Nothing Underneath
- Mother Earth: the female hoteliers leading the way on sustainability
- Vienna’s food scene is getting back to nature

Diversity

- Where to stay: a Pride guide
- Dynamic Denver: where queer art and culture is thriving
- Talking travel equality with the Human Dignity Trust

Conservation

- Elmley Nature Reserve: a well feathered nest
- Heart to heart with Love Brand & Co
- How the world land trust is quietly caring for the Earth
- Cast yourself away: the best private-island escapes for World Ocean Day
- Walk on the wild side: a Zimbabwean safari with a difference

What’s next

1) Continue to use our editorial platforms – including our website, member emails and social media – to inspire and educate our members about sustainable hotels and travel experiences.

2) 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 experiences (that also consider mental health needs), eco design and other topics. This content will be seeded throughout the year (rather than exclusively in B-Corp month), through articles and interviews.

So far this year, the following posts have gone live on the Mr & Mrs Smith Travel Journal:

- Built to care: eco design hotels (the hotels pushing the boundaries of sustainable architecture)
- Rio Perdido Hotel: where doing little achieves a lot (highlighting sustainable practices in one of our Costa Rican properties)
- The Yucatán and the ancient art of healing (looking at sustainable wellness practices)
- Seeking paradise with Soneva hotels’ founders (talking environmentally conscious hotels)
- Mothers of reinvention: the female hoteliers taking big swings (in honour of International Women’s Day)

The following articles are in our content calendar:

- Championing travel for all with the Human Dignity Trust
- Talking accessible travel with disability advocate Sophie Morgan
- A piece on ocean-friendly travel with charity partner Blue Marine (to mark World Oceans Day)
- A piece on alternative wellness at Forestis hotel
- A catch up with the World Land Trust
- An ongoing series looking into ‘regenerative tourism’, with a monthly deep dive into a hotel that offers experiences that benefit its environment and local community

Beyond this, we want to consider sustainability, accessibility and inclusivity as best practice when writing – such as mentioning Earth-kind independent businesses and dining spots with plant-based menus in local guides, or using appropriate language when talking about guests with disabilities. Above all, we will continue to make sure that our editorial platform consistently highlights the incredible work that our partners, charities and team members do.



Our sustainable future



In 2023, we began our research to identify the appropriate experts to help us develop an in-depth understanding of our carbon footprint and the implications of achieving net zero, with a view to developing a practicable strategy to becoming a net zero and beyond business.

Our research has led to a partnership with Plant Mark, who are working with us to understand our data, educate our team, and define the contribution we can make towards a sustainable future.

Our collaboration has helped us bring net-zero targets to the heart of the business – not least through a series of Plant Mark sustainability-led workshops. And the introduction of a programme of sustainable activities to all company gatherings.

Achieved

Offsetting our carbon footprint (based on the CO2 emissions from flights, car and train journeys) via donations to our conservation partners.

Initiating research and engagement programme with net-zero expert, Plant Mark.

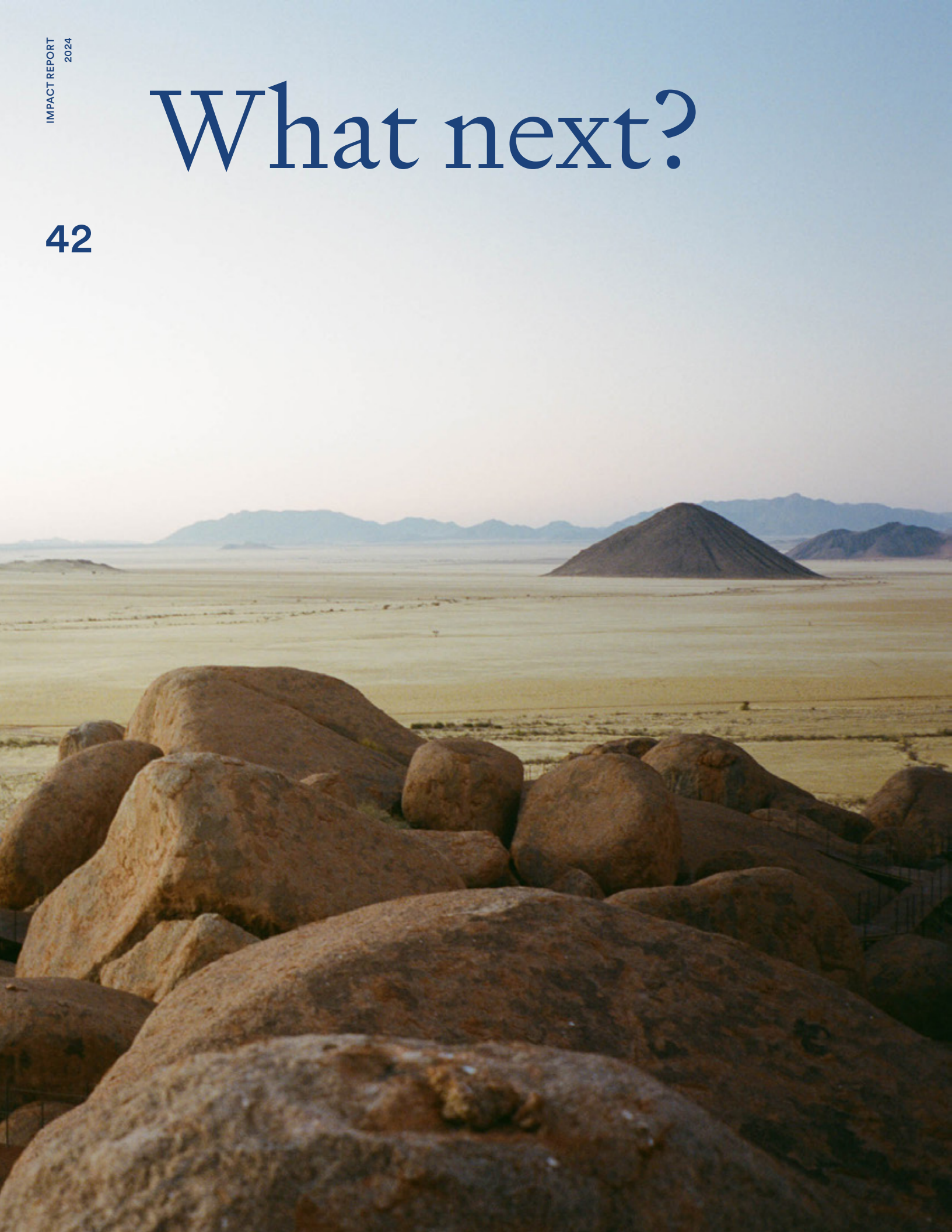
Defining data inputs for business certification for our net-zero plan.

Not achieved

Stewarding the home energy use of our distributed team was difficult because of their varied locations around the world. We need to find a way to correctly calculate and move the dial on energy use throughout our globally distributed company. Planet Mark will provide guidance on this. varied locations around the world. We need to find a way to correctly calculate and move the dial on energy use in the company.

What next?

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Honesty, active listening and transparency continue to be the watchwords when it comes to our ethical, social and environmental commitments, and we will keep you fully updated on all our efforts as a business, and as a team.

Thanks to our relationship with our parent company, our journey towards becoming a truly sustainable business can only accelerate, as we extend the reach of our business to audiences and communities we would never have been able to before.

We therefore remain a work in progress, striving to only get better. We are fortunate and excited to work with brilliant partners, team members and charities, and will continue learning from one another and being inspired by the initiatives we see implemented around our world.

We are fortunate and excited to work with brilliant partners, team members and charities, and will continue learning from one another

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Mr & Mrs Smith

THANK
YOU

Smith



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