

Impact report
Edition 03-2025

MR & MRS SMITH



IMPACT REPORT



Overall score **85.9**

For Mr & Mrs Smith, 2024 was a pivotal year of intense focus, reflection and setting bold new goals. The integration with Hyatt, while bringing an early B Corp recertification, ignited in us an even greater determination to double down on improving the areas we can control and where we can truly make a difference. During this period, guided by a clear and unchanged vision, mission and purpose, we deepened our understanding of the symbiotic relationship between travel and caring for the environment.

I am incredibly proud of the profound work we have undertaken to engage more deeply with our hotels and to embed sustainability initiatives into our operations. We dramatically enhanced our curation criteria, fundamentally redefining how sustainability efforts are measured and elevating their significance within our collection. We also conducted extensive audits to update and vastly improve our accessible-hotel listings, ensuring all our members can make truly informed and seamless choices. Our unwavering commitment to the journey towards reduced emissions saw us work with Planet Mark, enabling us to pinpoint our baseline carbon footprint and craft a clear, actionable plan for the future. We continued our unwavering support for our charity partners: the World Land Trust, Blue Marine Foundation and Human Dignity Trust. As we grow, so too will our commitment to their world-changing work.

This year also brought challenges. While we improved the company's return-to-work programme, fully realising job opportunities through RiseHY continues to demand our persistence. These are opportunities for learning and transformative growth.

Our greatest strength remains our extraordinary people — a dedicated team whose passion and creativity continue to push us forward. The increase in our B Corp Workers score is testament to our commitment to making Mr & Mrs Smith an exceptional place to work. It's when our team connects directly with our hoteliers that true inspiration sparks. The B Corp team's visit to Oasyhotel in Tuscany was a powerful example, demonstrating the profoundly positive impact our hoteliers are making within their communities and for the environment, inspiring our own efforts.

Looking ahead to 2025, we have ambitious goals. We are determined to further embed initiatives that help us to further care for our colleagues and strengthen our sustainability measures in every aspect of our operation. This includes celebrating the diverse backgrounds of our teams, fostering greater engagement through mentoring and advancing our environmental goals by joining the Tech Zero community. We are also excited to develop a comprehensive sustainability deck for our hoteliers.

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 2024

2024 was a year of focus, reflection and setting new goals. With sustainability continuing to be a consideration for travellers and businesses as a whole, we took the opportunity to make our recertification year one where we doubled down on areas in the business where we can make changes, and to continue to be led by the wishes of our customers and be inspired by our hoteliers who are leading the charge in being a force for good.



Having the knowledge to readily adapt to a changing market also remains a key focus in order to stay relevant and to maintain our position as market pioneers

- Areas of new focus in 2024 were:
- Understanding the impact of the Smith team’s carbon emissions and crafting a plan for getting those fully offset.
 - Researching Tech Zero and how we can make a contribution.
 - Building on our strengths, such as the area of B Corp scoring that measures the impact of B Corp practices on our team.
 - Being honest about areas where we must make a greater impact.

The travel industry demands this kind of evolution, and — with our customer-first strategy still in place — a greater understanding of our customers’ (members, hoteliers and resellers) needs; especially in a world where value — be it time, environmental choices and the business’s contributions to the wider world — must be offered to all our stakeholders in whatever way it matters most to them.

Having the knowledge to readily adapt to a changing market also remains a key focus in order to stay relevant and to maintain our position as market pioneers. More than ever, when there’s so much uncertainty in the world, 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 may have considered them.

Our commitment to being a force for good remains.



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.

For 2024 these were reviewed and remain unchanged.



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Vision

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

Mission

Empowering mindful 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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2024 highlights

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Our B Corp champions come from all areas of the business, a strategy that encourages the diversity of thought needed to make meaningful, positive change.

With 2023 being a milestone year for the business, when a major ambition was fulfilled through its acquisition by Hyatt Hotels, 2024 triggered an early B Corp recertification for the business.

Experience has taught us that incremental improvements and gains are how we best effect change, and that it takes a team of passionate champions all working on the things that matter — who make a distinct difference to the outcome as a whole when brought together. Our B Corp champions come from all areas of the business, a strategy that encourages the diversity of thought needed to make meaningful, positive change.

Our B Corp commitments are ongoing, and — as they did in 2023 — have resulted in a range of achievements, both small and significant, and have yielded learnings that we will apply throughout 2025.

We dived deeper into our curation criteria, re-defining how sustainability efforts are measured and how we champion the brilliant work our hoteliers are doing in that field. We also put greater significance on the sustainability angle of our curation scoring.

More emphasis was put on facilitating human connection for our teams in 2024 — despite being a remote business, more meet-ups were made possible through our relationship with Soho Works and access to its co-working spaces.

We continued to celebrate the different backgrounds of our diverse teams, and also recognised World Mental Health Day and the importance of mental wellbeing in the workplace.

We realised we needed to learn more still about our hoteliers and the wider sustainability efforts in their communities. From this we can learn about best practices that we could adopt, and — more importantly — continue to work with businesses that share our goal of making a positive difference.

More than anything, this early recertification really reminded us of the importance of the continuous efforts that we must demonstrate each year.

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Our people

For Mr & Mrs Smith, people have always been at the heart of the business; start-ups don't start and grow unless you have a team of passionate individuals who not only believe in the purpose of the business, but, more importantly, in the impact it can make on the world as a whole.



Workers score **30.8**



Diversity and inclusion goals

— how are we doing?

In 2024, post-acquisition, this couldn't have been more true for us. In fact, the early recertification highlighted just how significant our certification is and how important it is to hold on to that status. In the Workers Impact Area, we increased our score ever so slightly from 2024.

Our business relies on a motivational framework of autonomy, mastery and purpose as a vehicle to enable our people to be the best that they can be. Our duty as a business is to keep meeting those commitments as we continue to grow, as both a company and a remote global team.

Inclusive Culture — how are we doing?

In 2024 we looked at how best we can support our colleagues and engage them further in our inclusivity initiatives.

Achieved

1. We created a structured return-to-work programme, built on insights from parents who have returned to the business and shared their journeys, making the programme more bespoke and meaningful.

2. We designed and rolled out a structured mentor and mentee programme within the business, focusing on our colleagues' development and continuous learning.

3. We've previously offered a series of work placements, including to students from at-risk communities, and this is something we hope to do again in future, perhaps by using Hyatt's RiseHY programme and working with The King's Trust.

Still to be achieved

1. Our aim was to utilise the excellent programme our parent company Hyatt has set up (RiseHY) and to work with The King's Trust to create job opportunities within our workplace. We educated participants in the programme and learned how we can contribute to it in the future, but we haven't yet achieved the end goal of harnessing those job talents within the business. That will remain a goal for 2025.

2. Gaining a deeper understanding of different cultures and therefore business approaches was outlined as a goal for 2024. Our intention was to understand the different approaches to business language and communication, but this wasn't something we achieved in 2024.

3. Breaking through the 'prefer not to say' barrier: 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. As the number of people in our business increased during 2024, this group also grew. Trust takes time, and this metric will be a continued focus in 2025.

Company goals for 2025

Over the coming year, we plan to continue to build on our successes and the insights we've gained, focusing on specific areas of development and reflecting on where we can improve. Most importantly, we want to make sure that we're positioned to make a meaningful impact.





We will therefore:

1. Implement more initiatives that help us to care for our team.
2. Increase engagement through our bespoke mentoring and leadership programmes.
3. Continue to provide opportunities for those coming out of education and into work.
4. Work in collaboration with and leverage the Hyatt RiseHY programme and seek opportunities with The King's Trust.
5. Focus on accessibility: compliance when it comes to curation, more editorial features on the subject and education on accessibility requirements across all teams.
6. Create a sustainability deck for our hoteliers.
7. Create 2025 action plans to help determine time-bound and actionable Tech Zero and net-zero emission goals.
8. Share our findings with Hyatt and be in line with its programmes.
9. Engage the 'prefer not to say' segment of our team and build trust.
10. Continue to instil a culture of ongoing learning and development in the business.

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 what matters most to them. Throughout our collection of hotels, there are hoteliers doing incredible work when it comes to sustainability initiatives; it's our duty to not only champion them, but also to guide our members to them — they can then choose and enjoy the hotel experiences built on the values that matter most to them.

Feedback helps us to know we're on the right path and ensures we keep improving, from what we test on our website to the feedback gathered through our surveys and 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 and meaningful travel choices.

Achieved

1. We performed an extensive audit of every 'accessible' hotel, updating outdated copy with current information and creating a new custom search that has tighter guidelines for inclusion. This means we are able to present members with a concise, up-to-date and inclusive custom search, making finding a hotel that fits their requirements an easy and enjoyable experience.
2. A secondary audit was also conducted on the custom search for our collection of sustainable hotels. This has now been renamed to 'Hotels with Sustainability Initiatives' which allows us to clarify the hotels that are going above and beyond when it comes to Earth-kind measures; and inclusion can be used as an incentive for other hotels that may want to be in the collection. These searches are also easy forums for our members who want to make informed decisions when it comes to choosing properties with impactful sustainability initiatives.
3. We continued to make improvements to our life-cycle communications, providing relevant content based on our members' experiences. This included a build-out of more browse-abandon comms and a smoother honeymoon-booking journey.
4. We rolled out a specific B Corp email encouraging the purchase of gift cards where qualifying purchases trigger donations to our charity partners.

5. We used our marketing channels and comms to highlight our charity partners and their sustainability efforts.

6. We improved the customer-review process on the Mr & Mrs Smith site and also started to collect and act on customer feedback from Smith hotels that have been booked on Hyatt channels.

7. All members of the Mr & Mrs Smith team are now required to have mandatory compliance training that extensively covers elements such as cyber security, governance and GDPR.

8. We trialled a user-testing programme as part of a Conversion Rate Optimisation programme, which includes structured AB and user testing, and ran an accessibility audit to help improve the site for people with digital-accessibility needs.

Still to be achieved

1. Advanced user testing and user research still needs to be fully built out.

Goals for 2025

1. IncluCare is an award-winning charity working to improve the inclusivity of the travel industry. It is focused on opening up conversations about accessibility to remove the social construct that often surrounds the subject, by discussing needs beyond the physical environment. It has also developed a certification for hotels, so guests are able to quickly determine whether a property fits the requirements.
2. We're hoping to create an established list of criteria to differentiate between our two recently audited environmentally -focused collections. So far this has been decided internally, at the writer's discretion. We will be referencing Curation's scoring criteria to inform this and make the process more objective and consistent. This will also allow us to share the guidelines with hotels to motivate internal audits of their sustainable measures.
3. We aim to have annual accessibility audits to ensure we continue to make incremental changes to our website, in order to improve the accessibility journey for our users.

Our 24 charity partners

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



Protecting the ocean

Blue Marine Foundation is a UK-based, ocean-conservation charity dedicated to addressing overfishing, one of the world’s biggest environmental problems.

To date, Blue Marine has helped secure commitments to protect over 4.5 million square kilometres of ocean, with over 3.3 million square kilometres of ocean already protected across 28 Marine Protected Areas (MPAs) — of which 12 are highly protected, covering more than 2.7 million square kilometres. In 2024 alone, the charity helped safeguard 166,000 square kilometres of ocean from fishing in South Georgia and the South Sandwich Islands, provided financial and scientific support to the Dominican Republic to protect 30% of its waters, backed lawsuits in the UK to stop overfishing, and helped to prevent the reopening of longline fishing in the Maldives.

And it hasn't slowed down: in 2025, Blue Marine was the only UK charity partner of Ocean with David Attenborough, the legendary broadcaster and biologist’s latest documentary, that coincided with the launch of Blue Marine’s most recent campaign, ‘The Bottom Line’, which calls on the government to ban bottom trawling in the UK’s MPAs.

Sara-Jane Skinner, Blue Marine Foundation’s Head of Partnerships, highlighted: *‘Thanks to the support of Mr & Mrs Smith, a long-standing partner — and collectively with other highly committed partners — Blue Marine has been able to work across the world to protect and restore life in the ocean, helping us edge closer to a shared global mission of protecting 30% of our world’s ocean by 2030.’*

In 2024, we facilitated donations of £20,967 to the Blue Marine Foundation (£5 per e-gift card, £1 per physical gift card and £15 per tonne of CO2 logged to be offset), and we aim to increase the donations we facilitate in 2025.

Information obtained from Blue Marine Foundation. Visit www.bluemarinefoundation.com to learn more about its work.

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.

‘We are so thankful for our brilliant partnership with Mr & Mrs Smith. Their incredible support has helped World Land Trust protect an amazing 639.5 acres of threatened habitats around the world. By championing responsible travel and giving back to nature, they’re making a real, lasting difference for wildlife, people and the planet. We’re proud to be working together to safeguard these wild places and can’t wait to see what we achieve next.’

– Emma Douglas, Director of Development, World Land Trust

Information obtained from World Land Trust. Visit www.worldlandtrust.org to learn more about its work.

In 2024, we donated £20,967 to the World Land Trust (£5 per e-gift card, £1 per physical gift card and £15 per tonne of CO2 logged to be offset), and we hope to donate more in 2025.

Donations

Mr & Mrs Smith facilitated donations to the Blue Marine Foundation and World Land Trust through gift-card sales (£5 per e-gift card, £1 per physical gift card and £15 per tonne of CO2 logged to be offset), and direct member donations made on booking.

Human Dignity Trust

In 2024, we donated £4,058 to the Human Dignity Trust (0.25% of revenue from stays in countries that still criminalise same-sex relations), and we hope to donate more in 2025.

Community: our hotels

Our hotels are at the heart of our business, and championing the unique and thoughtful sustainability initiatives our hoteliers create benefits the environment, local community and their own teams. Highlighting hoteliers who go above and beyond is not only a pleasure but our duty. To experience first-hand the positive effect of these kinds of immersive, nature-based stays, and learn about innovations in sustainably-minded hospitality, in April 2025 our B Corp team visited Oasyhotel in Tuscany.

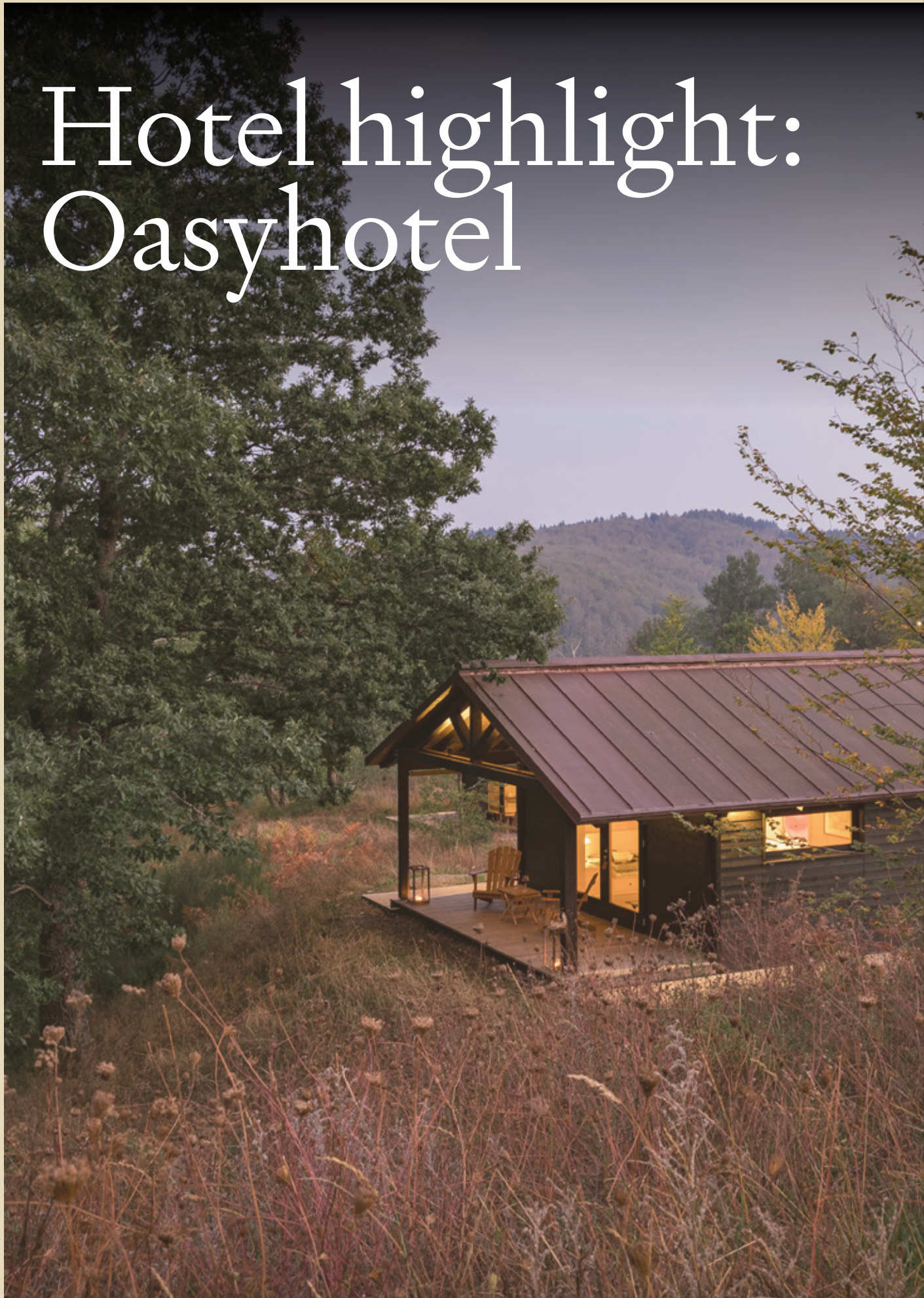
Achieved

In 2024, we contributed a combined total of £45,992 to our charity partners.



Community score 22.1

Hotel highlight: Oasyhotel



Hotel highlight: Oasyhotel

Our B Corp team had the privilege of experiencing Oasyhotel — a small-but-mighty cog in the force-for-good wheel that is the Oasi Dynamo Nature Reserve — as part of our new annual initiative for this motivated group to visit our hotels with the most impactful sustainability initiatives and learn about their impressive commitment to the environment.

At Oasyhotel, we discovered the harmony between nature and nurture. We found the former in its scenery-swathed lodges, organic farm and picturesque lake, and along trails in its FSC-certified woodland, with low-impact activities such as orienteering and nighttime walks. The 1,000-hectare, WWF-affiliated Oasi Dynamo Nature Reserve champions biodiversity, and is home to 483 mapped species, as well as Oasyhotel, Oasy Contemporary Art and Architecture, and Dynamo Camp.

While groundbreaking research is happening behind the scenes, at the forefront of our visit were the people and their positive social impact. Staff are as local as the ingredients served in Oasyhotel's regional restaurants, hailing from nearby villages, and are compassionately trained in new skillsets. Romina, the in-house cheesemaker, has honed her craft over 27 years and her creations use milk from the estate's cows and foraged herbs; while chef Daniele's nourishing recipes spotlight produce sourced one kilometre or less from the hotel.

Oasy Contemporary Art and Architecture brings nature and art together in an intentional and celebratory way. The forest is its alfresco exhibition space for impressive installations that connect local and international artists, offering global exposure to the reserve as well as an innovative revenue stream (with ripple effects in the wider community).

Our wholesome trip was made all the more special by the passionate general manager Federico and his thoughtful team, who were representatives of the reserve's deep-rooted altruism and community spirit. We were particularly in awe of this at Dynamo Camp, a creative and considerate place for children of all ages, who have serious and chronic illnesses. Every child is given equal opportunity — its adventure park, circus performances and radio-presenting workshops are all adapted to individual needs — and the experience is truly life-changing for everyone involved. Some children love

the camp so much that they return to volunteer when they're older or better.

A quote adorning the camp's walls reads: *'A Dynamo ho capito il significato della parola amore'* ('At Dynamo I understood the meaning of the word love'), and we too felt its significance throughout the whole of our inspiring stay at Oasyhotel.

Millie Field, Content Writer, Mr & Mrs Smith

When it comes to our community impact in 2024, here's what we achieved and the goals we didn't quite reach:

Achieved

1. We made 'Accessibility' a mandatory field for hotel write-ups to ensure transparency and visibility. We always aim to share whether a hotel is or isn't suitable if members have disability requirements, so that the information is readily available and easy to find.

Still to be achieved

1. We plan to discuss making 'Sustainability Initiatives' a mandatory field for hotel write-ups to promote better transparency and visibility, in the same way we did for 'Accessibility'. Sensitivity around the wording must be considered, but we hope this will create greater trust and awareness with our members, and further incentivise hotels to rethink or expand their current sustainability measures.

2. We hope to implement a revised version of Hyatt's accessibility questionnaire as part of our onboarding process, in order to gain more accurate and detailed accessibility information from our hotels, thus offering greater transparency with our members. As part of revising our onboarding process from an editorial standpoint, we also hope to add further sustainability-related questions to our property profiles, which will encourage hotels to share more extensive information (or incentivise them to work on areas where they may be lacking).

3. We are currently working on the creation of a sustainability deck, which will contain full details of baseline standards and best practices, and be shared with Mr & Mrs Smith hotels. This will provide a reference and resource to inform and inspire their own policies and best practices.

Collection-wide updates

2024 saw continued growth in our collection for hotels pioneering Earth-kind initiatives and socially - conscious hospitality. Our hero portfolio of Hotels with Sustainability Initiatives saw the arrival of a further nine hotels for the year





Shishi-Iwa House Conserving traditional Japanese craftsmanship, this architectural gem was built with low-impact methods, and local and renewable materials.

21 Carpenter This Singapore stay has considered everything, from its use of imperfect kitchen produce to its homegrown power, generated by photovoltaic panels.

Tekanda Lodge This Sri Lankan coconut plantation in Ahangama is slowly being rewilded.

Saltus A carbon-neutral hotel in South Tyrol that's connected to its community and consistently planet-friendly in its construction, operations and outreach.

Aarunya Nature Resort & Spa Stilted suites were built around the flora and fauna at this mountain stay outside Kandy in Sri Lanka, where reforestation and keeping the hotel's habitat healthily biodiverse is just one of several Earth-kind initiatives.

Torfhús Retreat Reclaimed wood, living-turf roofs and geothermal energy underpin a uniquely Icelandic approach to sustainably-minded hospitality at this Golden Circle getaway.

Southern Ocean Lodge Completely restored after a fire, this legendary Australian hotel is back with a notable education-outreach programme and significant native planting in the grounds.

Mashatu Euphorbia Villas As much about its surrounding communities as its wildlife, our first Botswana hotel comes with immersive cultural tours, local hires and investment in outreach projects.

Editorial and comms programme



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 practical.

2024 has been a year of identifying hotel collections that have the strongest focus on social and environmental initiatives. We have worked on the presentation of these collections on our site's homepage to enhance their imagery, improve our language around accessibility and make sure our members can find the hotels they need.

We've added to our editorial platform's wellness category, honing in on alternative therapies and all-natural treatments, as well as more holistic offerings, designed to improve mental and spiritual wellbeing, too. We focused on subjects such as the health benefits of immersion in nature at Forestis in Italy, and ancestral wellness in Mexico.

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 practical. We ask in-house writers travelling to a destination for research to commit to producing more and more varied content to reduce the need of return trips.

In 2024, we built on our travel-journal content that focuses on sustainability initiatives, accessibility and LGBTQIA+ travel, kicking off our 'Revival Stories' series, with articles examining diverse aspects of regenerative travel, from biodynamic wine-making to hyper-seasonal dining and ethical hotel design. Across our 'Yes, Chef' series, interviewees championed more responsible farming and accessibility in all forms in their restaurants, and promoted plant-based eating. We checked in with our charity partners (Human Dignity Trust, Blue Marine Foundation and World Land Trust) and produced standalone pieces on dark-sky preservation, greener hotel builds and natural hotel skincare. These were promoted across our social platforms and member comms.

Environmentally conscious travel

1. You can't hurry love: the art of the slow honeymoon
2. A honeymooner's guide to second cities
3. Durgerdam: another side of Amsterdam

Community and social responsibility

1. Revival Stories: in with the new at Desa Potato Head Bali
2. Revival Stories: art with a story to tell at Awasi Iguazú
3. Revival Stories: why Fogo Island Inn is the sweetest pick
4. Revival Stories: forward-thinking farming in Fiji
5. Access all areas: Sophie Morgan's campaign for inclusive travel
6. Built to care: eco design hotels
7. Buzzy non-alcoholic bar crawls for the sober curious

Diversity

1. In Quotes: Jenny Southan
2. Championing travel for all with the Human Dignity Trust
3. Mothers of reinvention: the female hoteliers who turned their lives around

Conservation

1. Yes, chef: destination-dining hero David Taylor at Hampton Manor
2. Yes, chef: destination-dining hero Maxime Raab
3. Yes, chef: eco-friendly eats with Michael Caines
4. Revival stories: nature and nurture at Es Racó d'Artà
5. Revival stories: regenerative winemaking at Tillingham
6. Dark sky thinking with Under Canvas
7. Keeping conservation efforts afloat with Blue Marine
8. Wild about the planet
9. Smooth operators: hotels with hero skincare products

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 offerings (that also consider mental-health needs), environment-conscious design and other topics. This content will be seeded throughout the year (rather than exclusively during B Corp Month), through articles and interviews. And these considerations will factor into any future content we produce, whether or not it's specifically focused on sustainability or diversity.

We are currently working on further collaborations with our charity partners; adding to our Revival Stories series (which will be part of a wider sustainability-focused campaign), to highlight our most sustainable properties; and collaborating with a diverse array of chefs, who champion ethical farming and eating, for our Chef Series.



38 Our sustainable future



Environment score **10.1**

In 2024, we worked with Planet Mark to understand our baseline corporate carbon footprint and to set the path of our journey to net-zero carbon emissions for the emissions we can control. This was a year of education, during which there were specially crafted workshops for our teams around net zero, to help us create an action plan to implement within our business. This is most certainly the start of the journey for us as a business.

Achieved

1. Offsetting a portion of our carbon footprint (based on the CO2 emissions from flights, and car and train journeys) via donations to our charity partners.
2. Understanding our carbon footprint and creating an action plan with Planet Mark.
3. Educating the business through tailored workshops with Planet Mark.
4. Sharing best slow-travel practices with the whole organisation, to be applied to both business travel and personal journeys.

Still to be achieved

1. 2024 was a heavy integration year and therefore the demand for business travel increased. We need to thoughtfully come up with ways in which we can balance the business needs and the amount of travel necessary to make sure we hit our reduction targets meaningfully.
2. Being a remote business, our energy-usage data needs to be captured in a lean and non-heavy administrative way, which still needs to be created.

What next?

We are very lucky to have a passionate integral cohort of B Corp champions across the business, who collectively help us move forward and drive positive change.

We will continue to embrace active listening and transparency, so we can honestly reach milestones for our future ambitions, some of which will come to life sooner than expected, with others taking longer than desired.

With a focus on technology, we hope to make strides that will have a positive impact in this new area of our business, and the responsibility of our continued efforts will be on all stakeholders who make up our sustainability team. The hoteliers we work with will continue to inspire us with the incredible, creative and imaginative ways in which they drive sustainability efforts to benefit the environment, their communities and their teams; and our duty remains to champion their great work, so we can provide experiences that are meaningful for our customers. We are very lucky to have a passionate integral cohort of B Corp champions across the business, who collectively help us move forward and drive positive change.

As ever, meeting our sustainability goals is a work in progress, but driven by our intention to always be a force for good we will continue to make an incremental difference each year.

THANK YOU