

# **Hotelbeds joins Amazon and The Climate Pledge in urging industries to become net-zero carbon by 2040**

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- Hotelbeds becomes the first B2B travel company to join The Climate Pledge.
- Its commitment demonstrates the importance it places on tackling climate change across its operations.
- The news comes within weeks of Hotelbeds publishing its second [Corporate Responsibility Report](#) and being certified as a carbon neutral organisation for the third year running.

**Palma, Spain, 17<sup>th</sup> February 2021** - [Hotelbeds](#), has today become the latest company to join Amazon and [The Climate Pledge Commitment](#) in urging industries to become net zero carbon by 2040, a decade ahead of the Paris Agreement.

Hotelbeds, the first B2B travel company to join The Climate Pledge, recently published its second [Corporate Responsibility Report](#) which highlighted how it is already making great progress in prioritising carbon reduction across its operations. It was also recently certified as a Carbon Neutral organisation for the third year running.

As a signatory to The Climate Pledge, Hotelbeds agrees to:

- Measure and report greenhouse gas emissions on a regular basis;
- Implement decarbonization strategies in line with the Paris Agreement through real business changes and innovations, including efficiency improvements, renewable energy, materials reductions, and other carbon emission elimination strategies;
- Neutralize any remaining emissions with additional, quantifiable, real, permanent, and socially-beneficial offsets to achieve net-zero annual carbon emissions by 2040 — a decade ahead of the Paris Agreement's goal of 2050.

**Hotelbeds' Executive Chairman, Joan Vilà**, said: "As the leaders in our sector, we have a clear responsibility to demonstrate to our stakeholders that we operate a responsible, transparent business model and that we take very seriously the environmental impact we have.

"We recognise our critical responsibility to protect our planet and the destinations where we operate, and we believe this is a time to double down on our investment to create a more sustainable future. This is why we are thrilled to be part of The Climate Pledge and to give our strong commitment to being net zero carbon by 2040."

## **About Hotelbeds**

Hotelbeds is the world's leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotel properties across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates and optimise RevPAR – whilst not competing with the hotelier's direct distribution strategy.

Hotelbeds does this by offering hoteliers access to a network of over 60,000 hard-to-access B2B travel buyers such as tour operators, retail travel agents, airline websites, and loyalty schemes in

over 140 source markets worldwide. These channels provide hotel partners with returning guests that book further in advance, cancel less, spend more in-destination and stay longer.

In addition to accommodation, Hotelbeds is also the world's largest B2B seller of travel ancillaries, offering 25,000 transfer routes and 18,000 activities, as well as attractions, tickets and car hire. Operating under the 'Beyond the Bed' product line, it provides both hoteliers and travel distribution partners with an efficient platform and powerful tools to easily integrate and commercialise its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain.

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### **About Amazon and The Climate Pledge**

In 2019, Amazon and Global Optimism co-founded The Climate Pledge, a commitment to reach the Paris Agreement 10 years early and be net-zero carbon by 2040. 53 organizations have now signed The Climate Pledge, sending an important signal that there will be rapid growth in demand for products and services that help reduce carbon emissions. For more information visit [www.theclimatepledge.com](http://www.theclimatepledge.com).

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