

[Hotelbeds launches new Environmental, Social and Governance Strategy](#)

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Palma, Spain, 21st July 2022 - [Hotelbeds](#) has today announced its new Environmental, Social and Governance strategy, which aims, as **Hotelbeds' CEO Nicolas Huss** describes, "to take Hotelbeds' position on ESG to the next level and galvanise our commitment to making travel a force for good".

This commitment is not a new one for Hotelbeds, with a range of ESG related initiatives already under its belt, including:

- Signing up to The Climate Pledge - the first B2B travel company to do so;
- Achieving carbon neutral status for over four years consecutively;
- Its Green Hotels Programme and
- Its on-going support for Ukraine through its Make Room 4 Ukraine programme.

It also reacted quickly during the pandemic, moving its volunteering activities for employees online to support a wide range of NGOs and groups supporting vulnerable communities around the world.

Nicolas Huss explains that "as one of the world's leading travel technology companies, we have the opportunity to make tourism a force for good and contribute to creating a sustainable future. We are committed to supporting and developing green tourism and to continue to reduce the environmental impact of our daily operations and offices, while also supporting our partners to achieve their own ESG goals.

"Another important part of our strategy is to make sure we lead our ESG agenda from the front, ensuring our employees can contribute themselves to creating a stronger and healthier society as well as supporting local communities to thrive and progress. Furthermore, our wellbeing programme, which is embedded in our culture, is one of our key tools to support our people on their journey towards happiness and work-life balance."

"From a governance perspective, although we know we have more work to do, we have achieved 50% of our executive team being women, reflecting our determination to have an inclusive and diverse workplace."

Among the initiatives Hotelbeds plans to launch in the coming year, working with a range of NGOs, is a global reforestation project and a mentoring scheme for small scale or startup businesses, especially those with a focus on sustainable travel.

It also plans to harness the commitment of its hotel partners to sustainability issues, with booking filters identifying hotels that avoid single use plastics, for example, or who offer electric charging points for vehicles - tapping into the knowledge that these requirements are becoming increasingly important to the travellers of today.

And as part of its wider strategy launch, the company also announced to its employees this week an increase in the number of volunteer hours it will match, demonstrating its belief that the teams at Hotelbeds are passionate about making a difference in the communities where they live and work.

To find out more about ESG at Hotelbeds, visit www.hotelbeds.com

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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