

# [Hotelbeds sees 30% growth in sustainable travel](#)

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**Palma, Spain, 19 April 2023** – As Earth Day approaches this weekend, [Hotelbeds](#)’ has reported a surge in the number of travellers booking eco-friendly hotels.

Its latest data shows that 30% more people have actively chosen to book properties that are part of the TravelTech company’s Green Hotels programme over the past 12 months compared to the previous year. Criteria for Green Hotels properties, as certified by the Global Sustainable Tourism Council, includes sustainable management and cultural impacts.

“Travellers are much more conscious of their carbon footprint and impact on the environment than ever before,” said **Nicolas Huss, Hotelbeds’ CEO**. “We started the Green Hotels programme in 2020 with 15,000 properties and its since grown to more than 37,000 hotels, representing over 20% of our business as more people actively seek to protect the planet while also exploring it.”

Hotelbeds is also growing its plastic-free hotel portfolio, and this has seen a huge 84% increase over the past year versus the prior 12 months. Customers seeking both a green and plastic-free hotel has also grown by 30% this past year.

The new data comes as Hotelbeds released its annual Environment, Social and Governance (ESG) report. The [2022 edition](#) reports a number of achievements to lower the company’s environmental impact, including a reduction in energy by 48%, waste by 76%, water by 57% and paper by 54% in 2022 versus 2019. It is also making great strides in the Hotelbeds Forest, an initiative that aims to plant 10,000 trees this year to assist its fight against climate change and offset some of its carbon emissions.

Hotelbeds is committed to making travel a force for good. In addition to its hotel programmes, the company has also been certified as a Carbon Neutral Organisation (scope 1 & 2) by Carbon Footprint Ltd since 2018. It was also one of the first travel companies to join The Climate Pledge Commitment, co-founded by Amazon, to reach net-zero carbon emissions by 2040.

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## **About Hotelbeds**

Hotelbeds are global leaders in the TravelTech space, connecting and empowering businesses by facilitating bridges in the ever-changing and expanding travel ecosystem. Our cloud-based

technology platforms offer fast and simple access to a global network of travel products, from accommodation to ancillaries and payments, while rich data and intelligence helps to generate demand. By operating exclusively in the B2B arena, we are uniquely placed to drive growth for our partners without competing for the end customer. Our teams of 3000+ experts on the ground provide local expertise and support to boost trading even further, even in the most hard-to-reach spaces. Our unique blend of technology, data and passionate people serves as a catalyst for B2B travel players aiming to unlock their full potential.

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