



1 ALL THE BIG PLAYERS ARE DOING IT

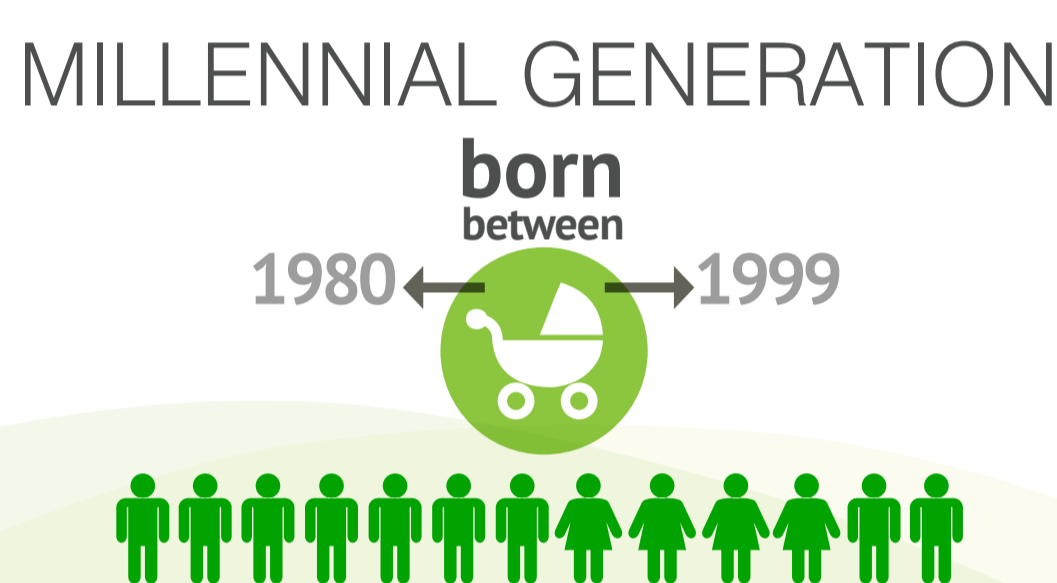


2 CUSTOMER CHOICE IS EVOLVING

79% of travellers say implementing **eco-friendly practices** is important in their choice of lodging.

46% of European business travelers say their **company's environmental policies** have a direct impact on their travel.

Millennials are the first generation to expect a hotel to have environmental policies and measures.



3 SUBSTANTIAL COST SAVINGS

The UK hotel industry could save up to **£38m** by adopting **energy efficiency and water efficiency measures**, in just half of its total rooms.

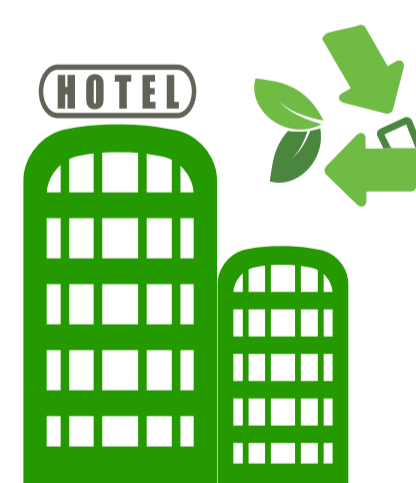


Hotels can **reduce energy consumption** by **20-40%** without adversely affecting performance.



4 COMPETITIVE EDGE

Product differentiation



Awards and recognition



5 REGULATORY COMPLIANCE

Complying with current and future regulations not only avoids fines but potential higher costs of implementation.

