

Summer 2024

# ESG BENCHMARKING: HOTEL EDITION

Sabrina Matura and Jackie Oshaben



# Presentation Outline

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# Our Team

Sabrina Matura



**Fun Fact:** I am currently looking for jobs in Europe  
**Major:** Social and Sustainable Enterprises  
**Graduating:** August

Jackie Oshaben



**Fun Fact:** I plan to apply for hospitality positions in Hawaii.  
**Major:** Social and Sustainable Enterprises  
**Graduating:** August

# Company Overview



**Founded: May 20, 1927**

**Global Presence: over 8,000 properties, 139 countries**

**Committed to sustainability and responsible business practices through "Serve 360: Doing Good in Every Direction" initiative**



**Founded: May 31, 1919**

**Global Presence: over 6,500 properties, 119 countries**

**Through "Travel with Purpose", creating positive environmental and social impact across operations, supply chain, and communities**



**Founded: April 15, 2003**

**Global Presence: over 6,000 properties, nearly 100 countries**

**Journey to Tomorrow: IHG's 10-year responsible business plan focusing on environmental sustainability, community impact, and DEI**





# Why We Chose These Companies



**Curiosity of  
ESG in Hotel  
Industry**



**Well-Known  
Hotel Brands**



**Global  
Presence**



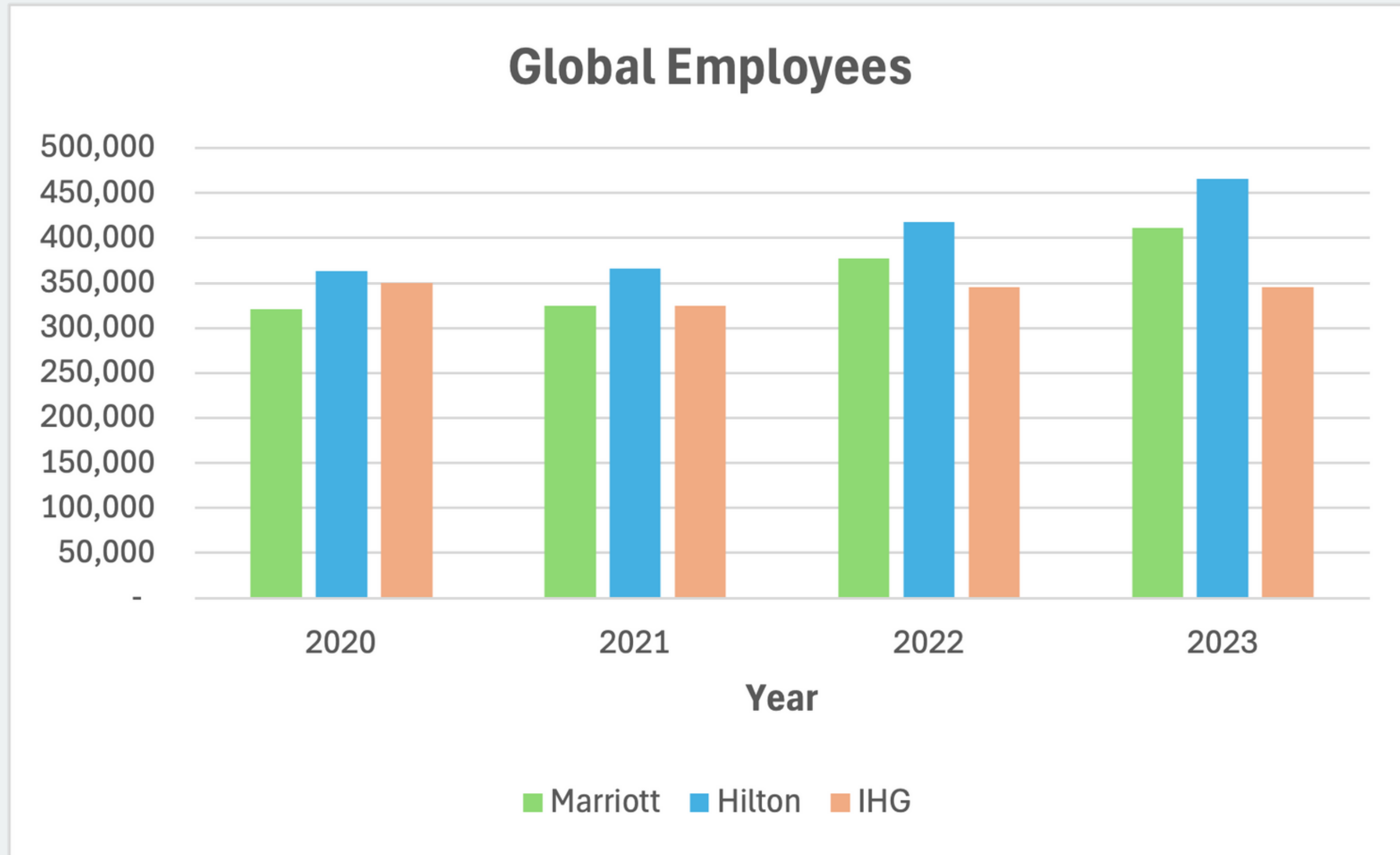
**Sufficient Data  
Reporting**

# Financial Metrics

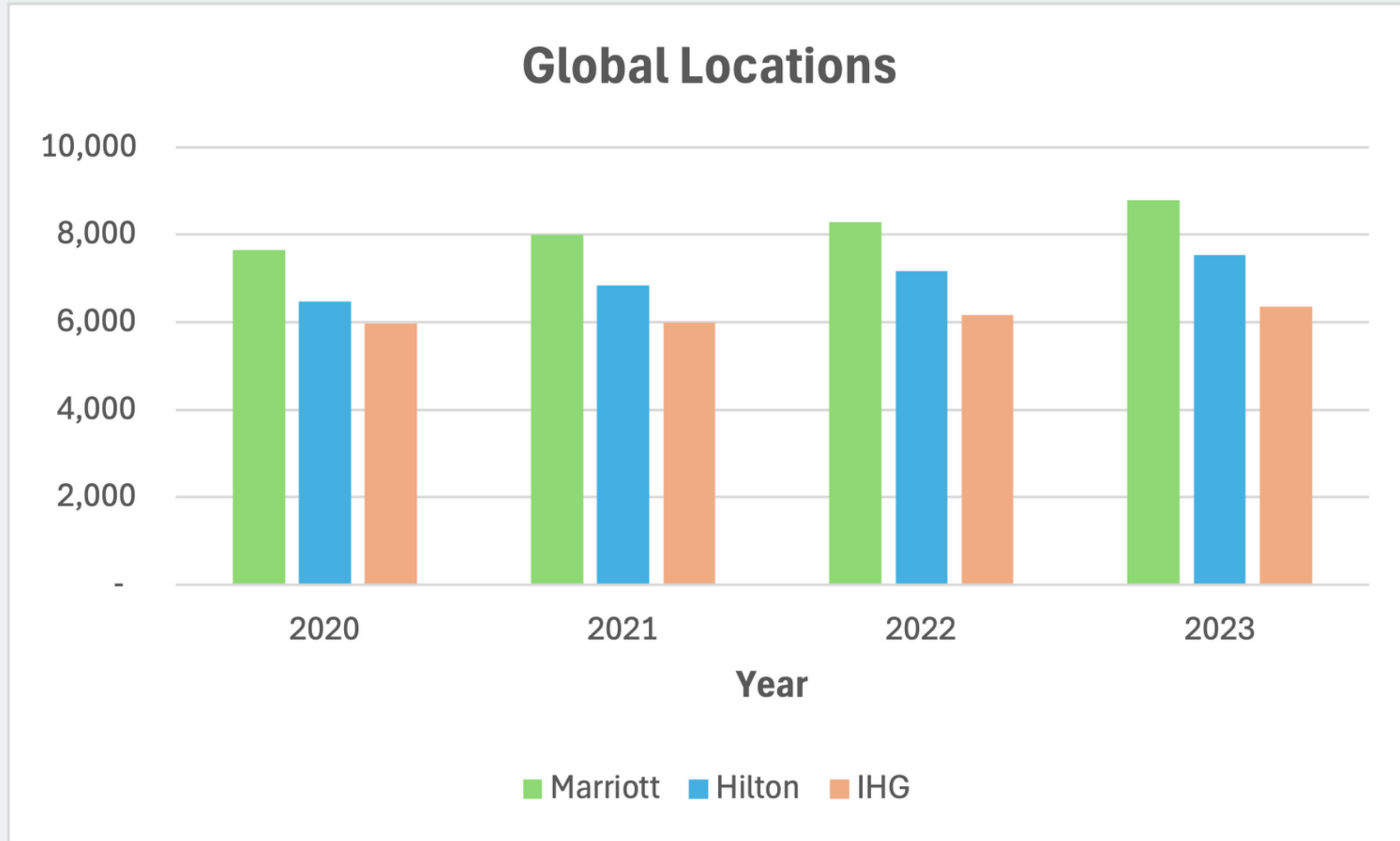
Financial Metrics	2020	2021	2022	2023
		<b>Marriott</b>		
Global Employees	321,000	325,000	377,000	411,000
Global Locations	7,642	7,989	8,288	8,785
Total Rooms	1,423,044	1,479,179	1,525,407	1,597,380
Net Income (millions)	(267)	1,099	2,358	3,083
Revenue (millions)	10,571	13,857	20,773	23,713
Earnings Per Share (diluted)	-0.82	3.34	7.24	10.18
		<b>Hilton</b>		
Global Employees	363,605	365,748	418,021	466,000
Global Locations	6,478	6,837	7,165	7,530
Total Rooms	1,019,287	1,074,791	1,127,430	1,182,937
Net Income (millions)	(715)	410	1,255	1,141
Revenue (millions)	4,307	5,788	8,773	10,235
Earnings Per Share (diluted)	-2.58	1.47	4.53	4.32
		<b>IHG</b>		
Global Employees	350,000	325,000	345,000	345,000
Global Locations	5,964	5,991	6,164	6,363
Total Rooms	886,036	880,327	911,627	946,203
Net Income (millions)	(410)	334	568	621
Revenue (millions)	2,394	2,907	3,892	4,624
Earnings Per Share (diluted)	0.31	1.45	2.06	4.41



# Financial Metrics

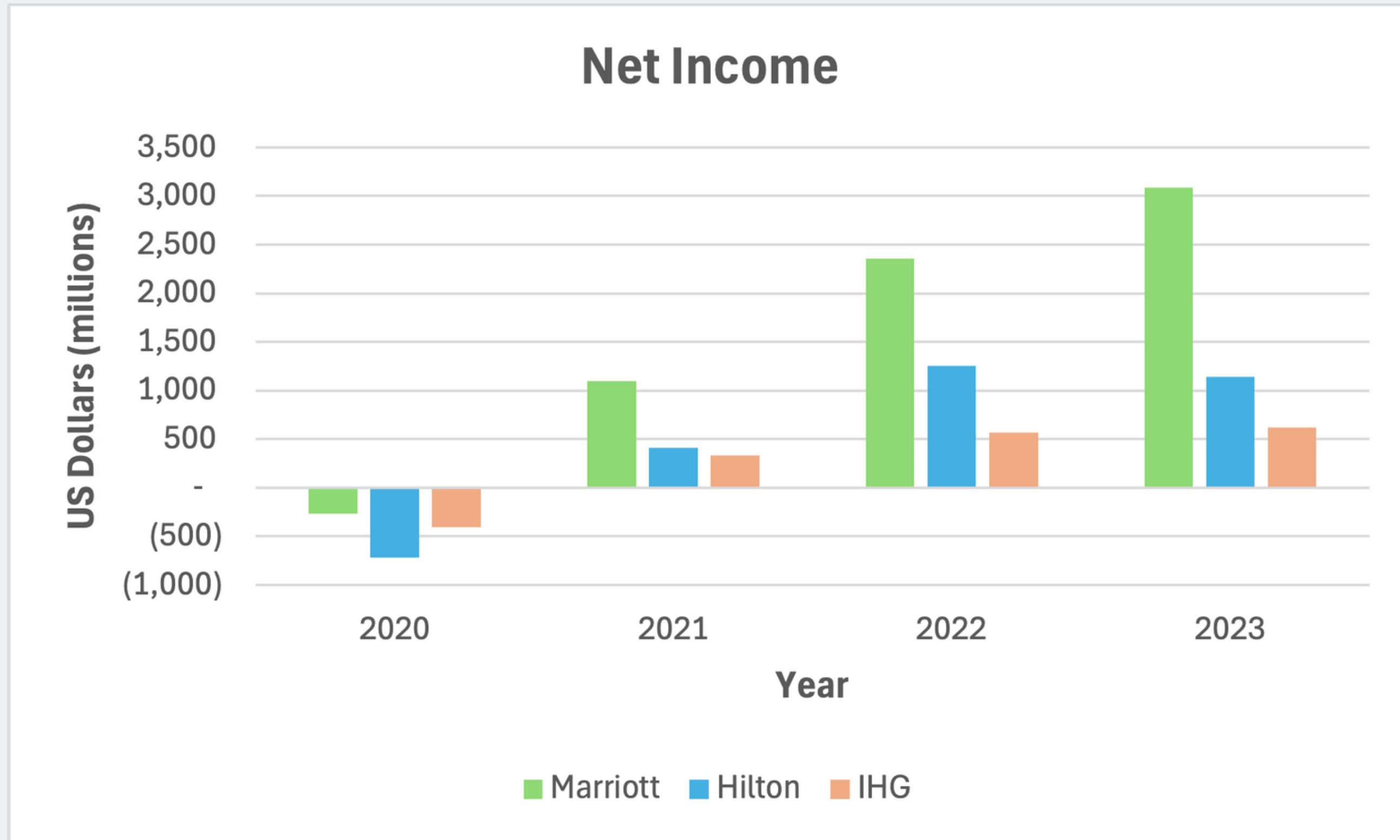


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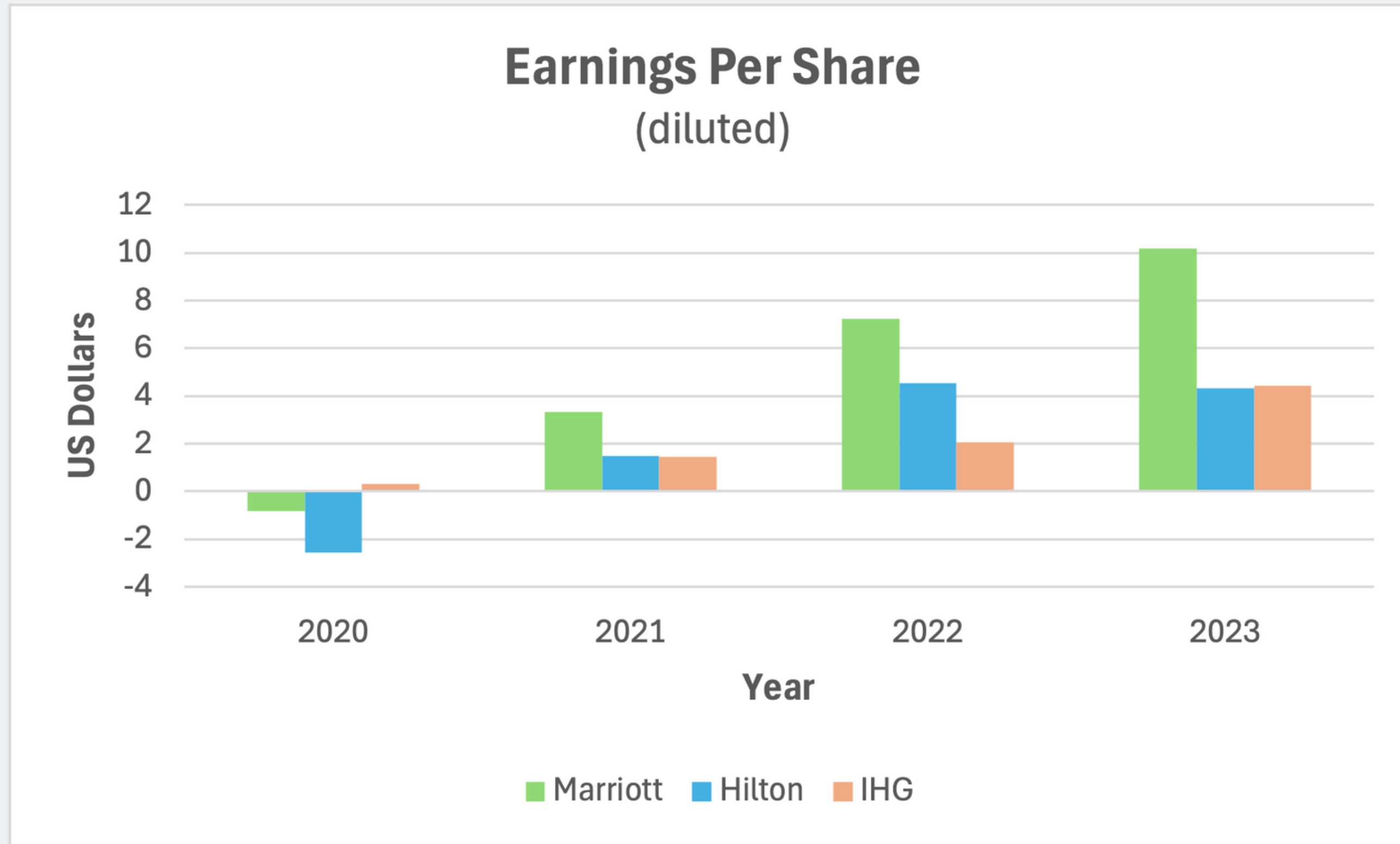




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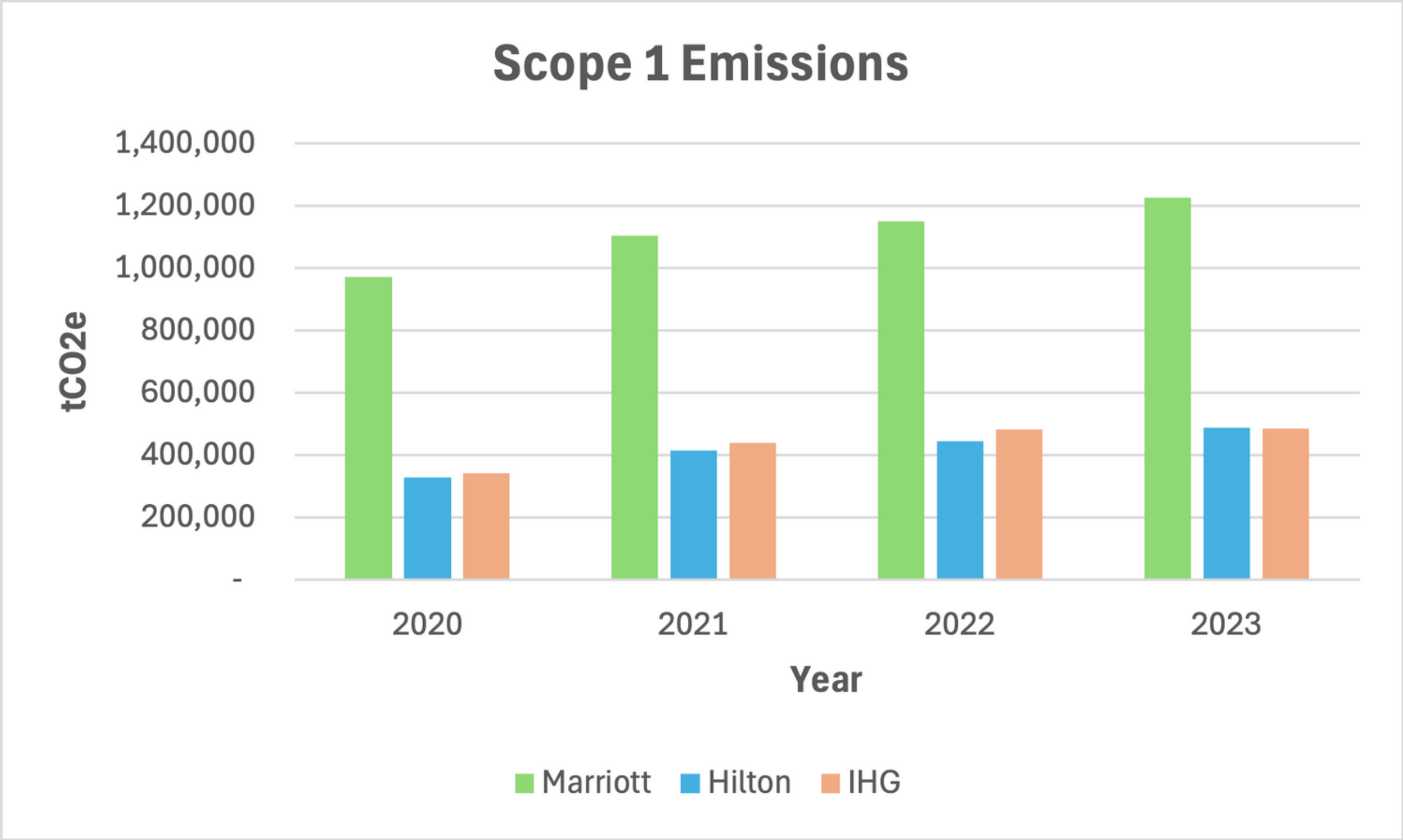




# Environmental Metrics

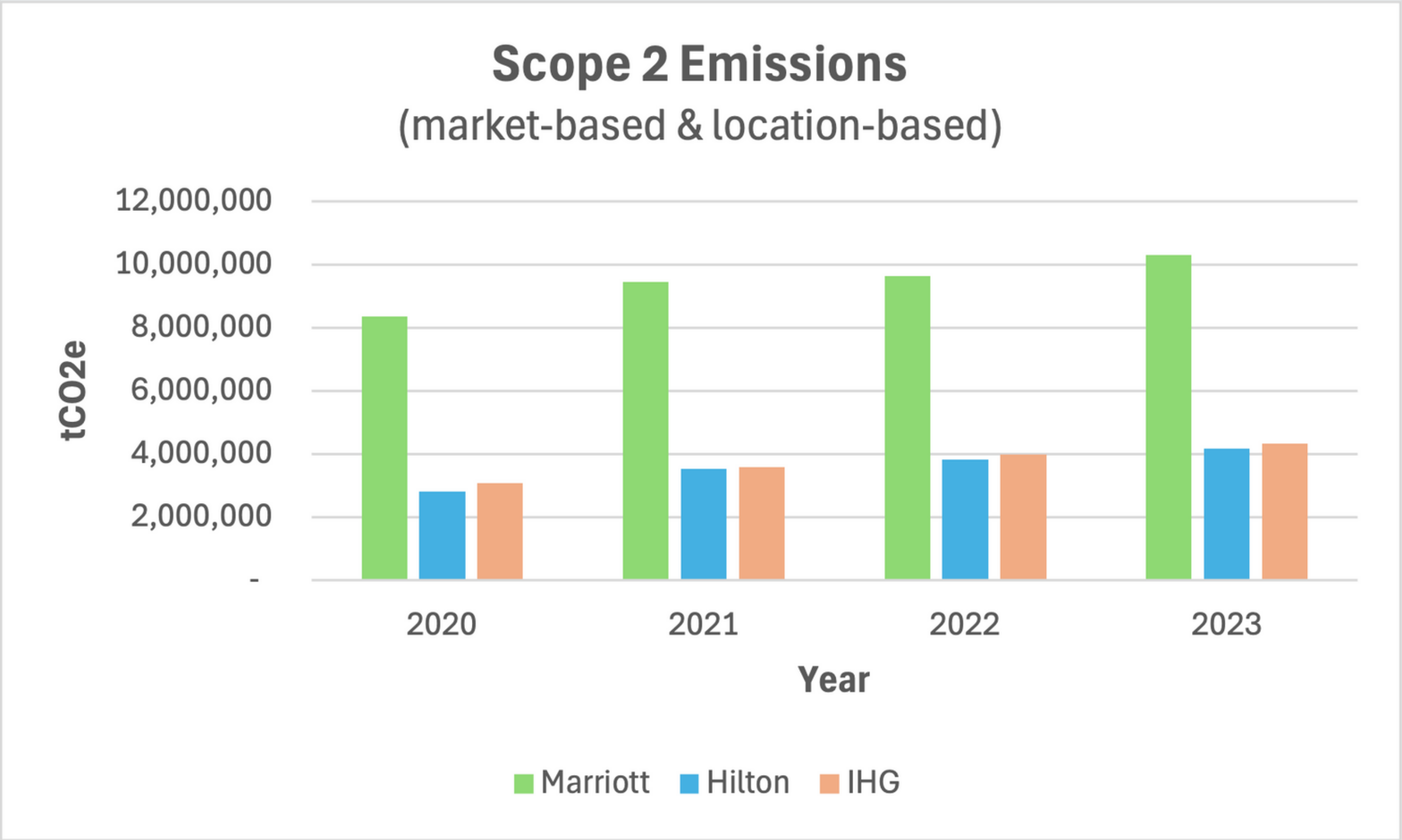
Environmental Metrics	2020	2021	2022	2023
		<b>Marriott</b>		
Scope 1 Emissions	972,725	1,104,234	1,150,317	1,226,161
Scope 2 Emissions (market-based & location-based)	8,346,064	9,434,997	9,620,059	10,292,300
Total Emissions (scope 1, 2, 3)	16,470,864	18,906,353	19,828,967	20,729,396
Global Energy Consumption (megawatt hours)	25,500,000	30,100,000	32,300,000	33,100,000
Global Water Consumption (cubic meters)	129,400,000	115,300,000	101,300,000	136,700,000
Renewable Energy Usage (%)	0.8%	0.3%	2.1%	2.92%
		<b>Hilton</b>		
Scope 1 Emissions	329,570	415,034	446,084	489,016
Scope 2 Emissions (market based & location-based)	2,808,369	3,540,477	3,827,454	4,176,461
Total Emissions (scope 1, 2, 3)	9,847,328	12,545,607	12,760,778	13,560,176
Global Energy Consumption (megawatt hours)	14,972,203	19,064,840	19,928,215	20,849,273
Global Water Consumption (cubic meters)	26,460,000	34,722,000	38,962,000	43,514,000
Renewable Energy Usage (%)	2.6%	3.0%	4.0%	2.7%
		<b>IHG</b>		
Scope 1 Emissions	342,504	440,719	482,917	486,094
Scope 2 Emissions (market-based & location-based)	3,065,508	3,584,756	3,995,015	4,325,447
Total Emissions (scope 1, 2, 3)	5,995,884	6,888,569	8,182,765	8,518,387
Global Energy Consumption (megawatt hours)	10,224,900	11,850,659	13,442,565	14,285,090
Global Water Consumption (cubic meters)	79,870,531	94,757,410	114,436,601	123,587,331
Renewable Energy Usage (%)	0.14%	0.11%	0.09%	0.24%

# Environmental Metrics

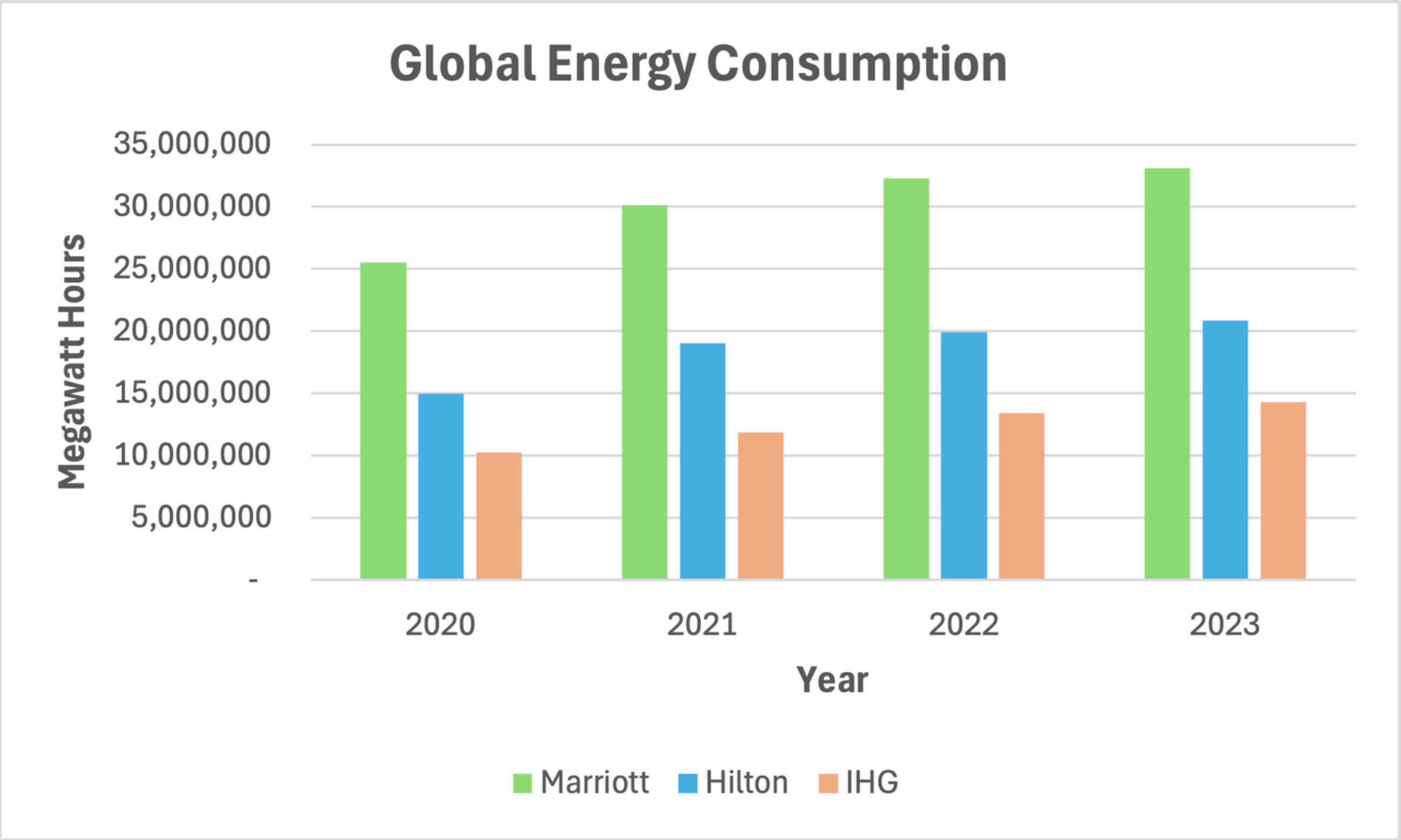




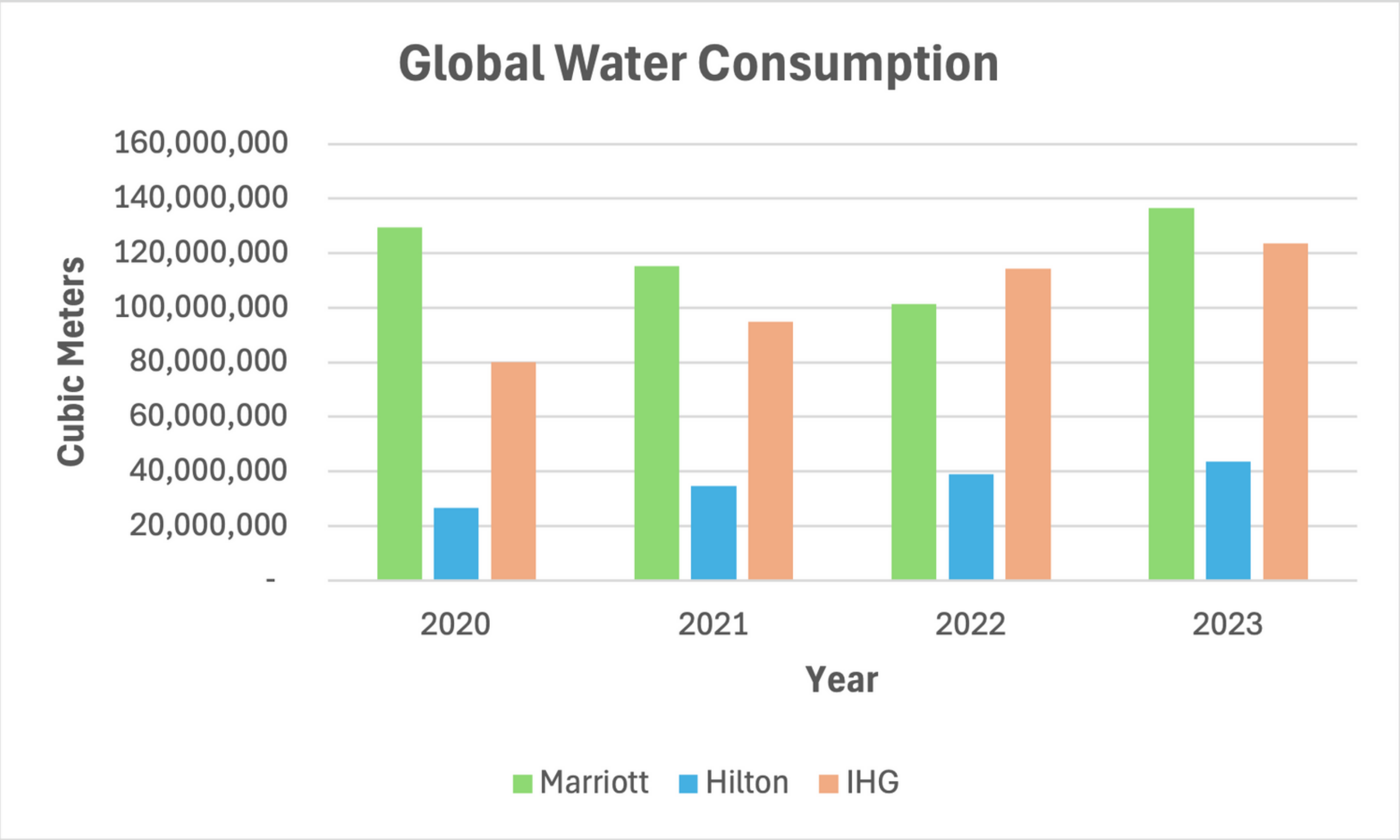
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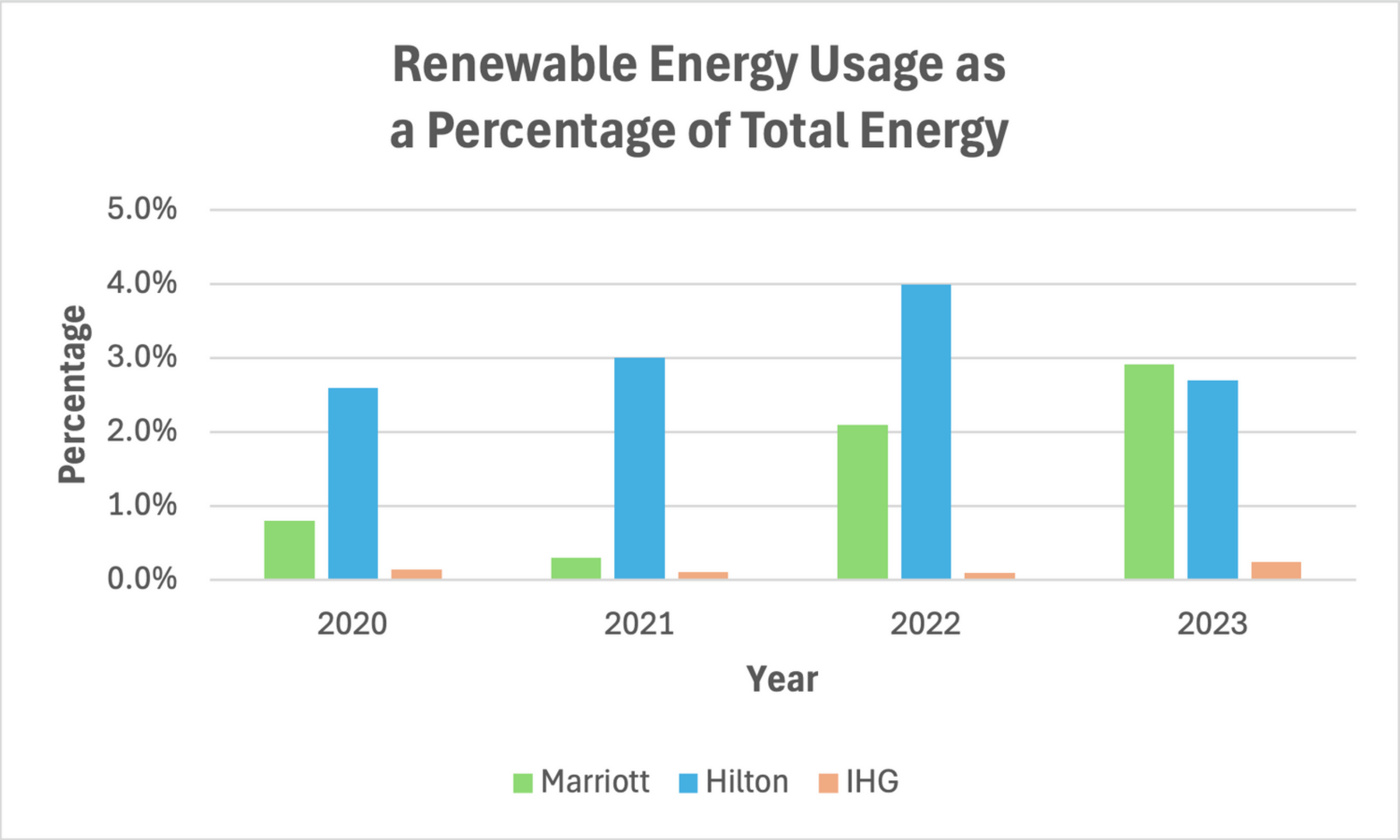
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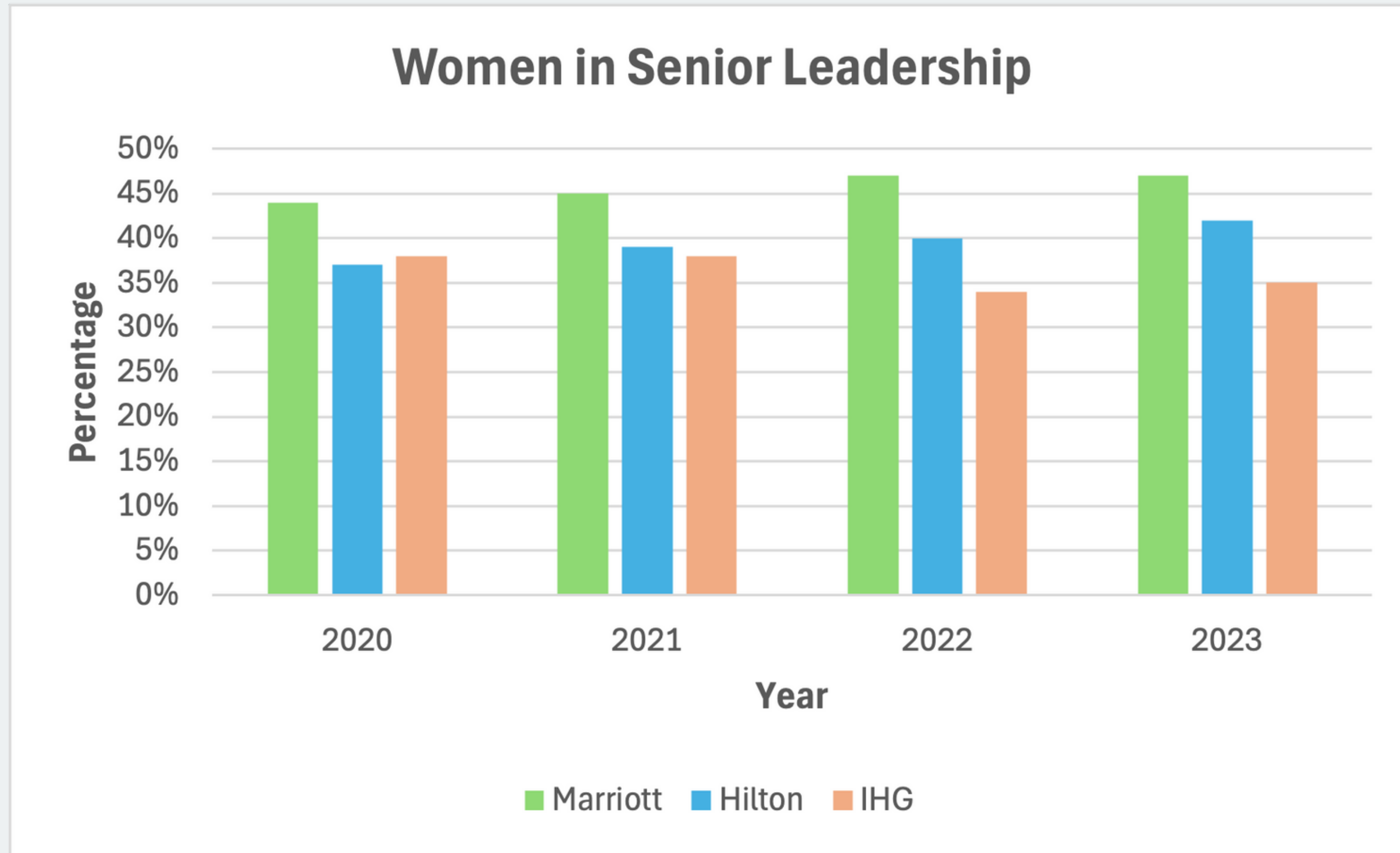


# Social Metrics

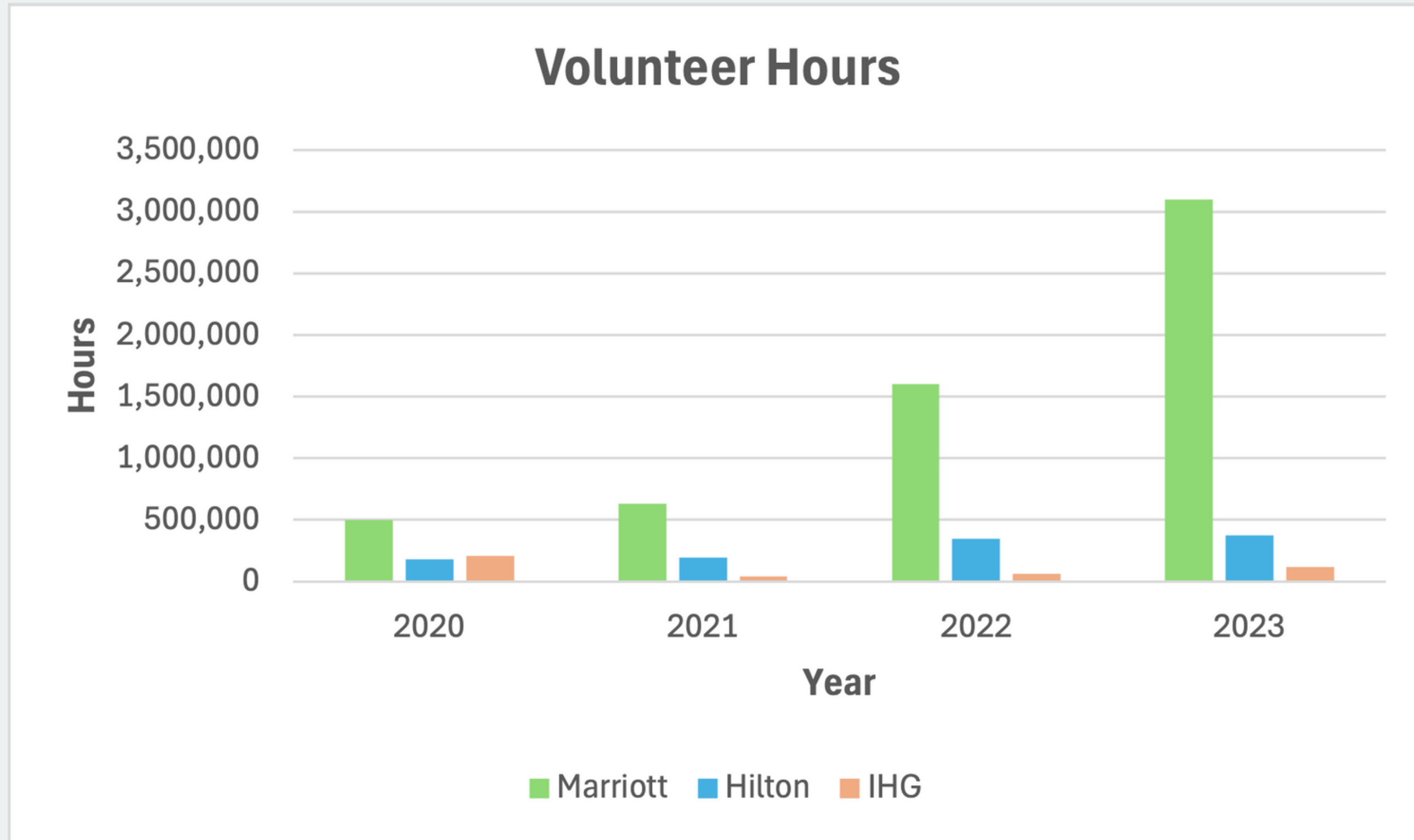
Social Metrics	2020	2021	2022	2023
		Marriott		
Women in Senior Leadership	44%	45%	47%	47%
Volunteer Hours	500,000	630,000	1,600,000	3,100,000
Monetary Donations	7,760,000	11,550,000	15,000,000	26,000,000
Human Trafficking Training Completion	97,031	83,000	150,000	175,000
		Hilton		
Women in Senior Leadership	37%	39%	40%	42%
Volunteer Hours	184,425	197,824	344,958	377,270
Monetary Donations	3,800,000	395,492	690,000	1,300,000
Human Trafficking Training Completion	124,796	109,000	294,000	407,000
		IHG		
Women in Senior Leadership	38%	38%	34%	35%
Volunteer Hours	212,528	41,323	60,430	121,967
Monetary Donations	900,000	1,200,000	1,900,000	1,300,000
Human Trafficking Training Completion	49,000	45,000	52,334	68,717



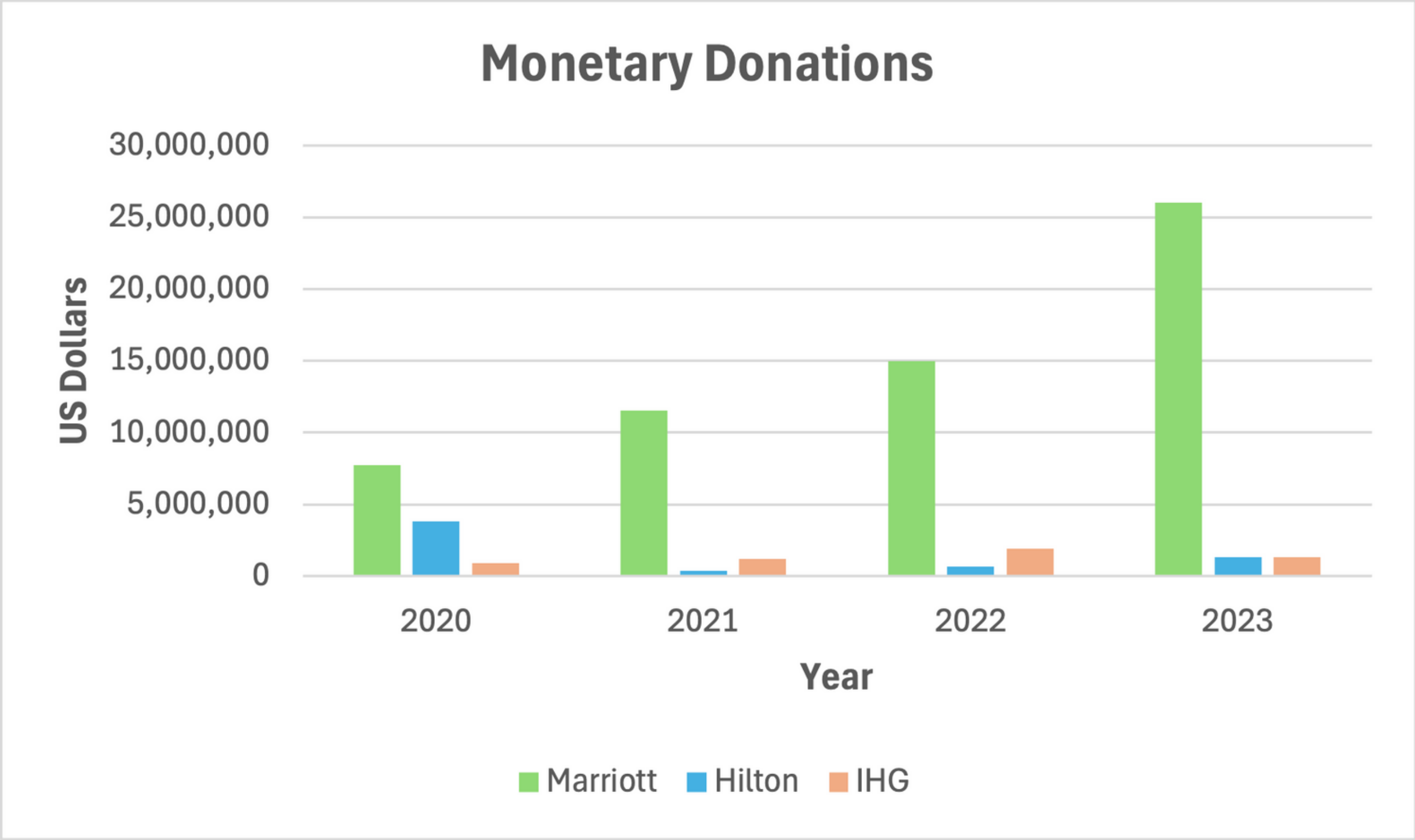
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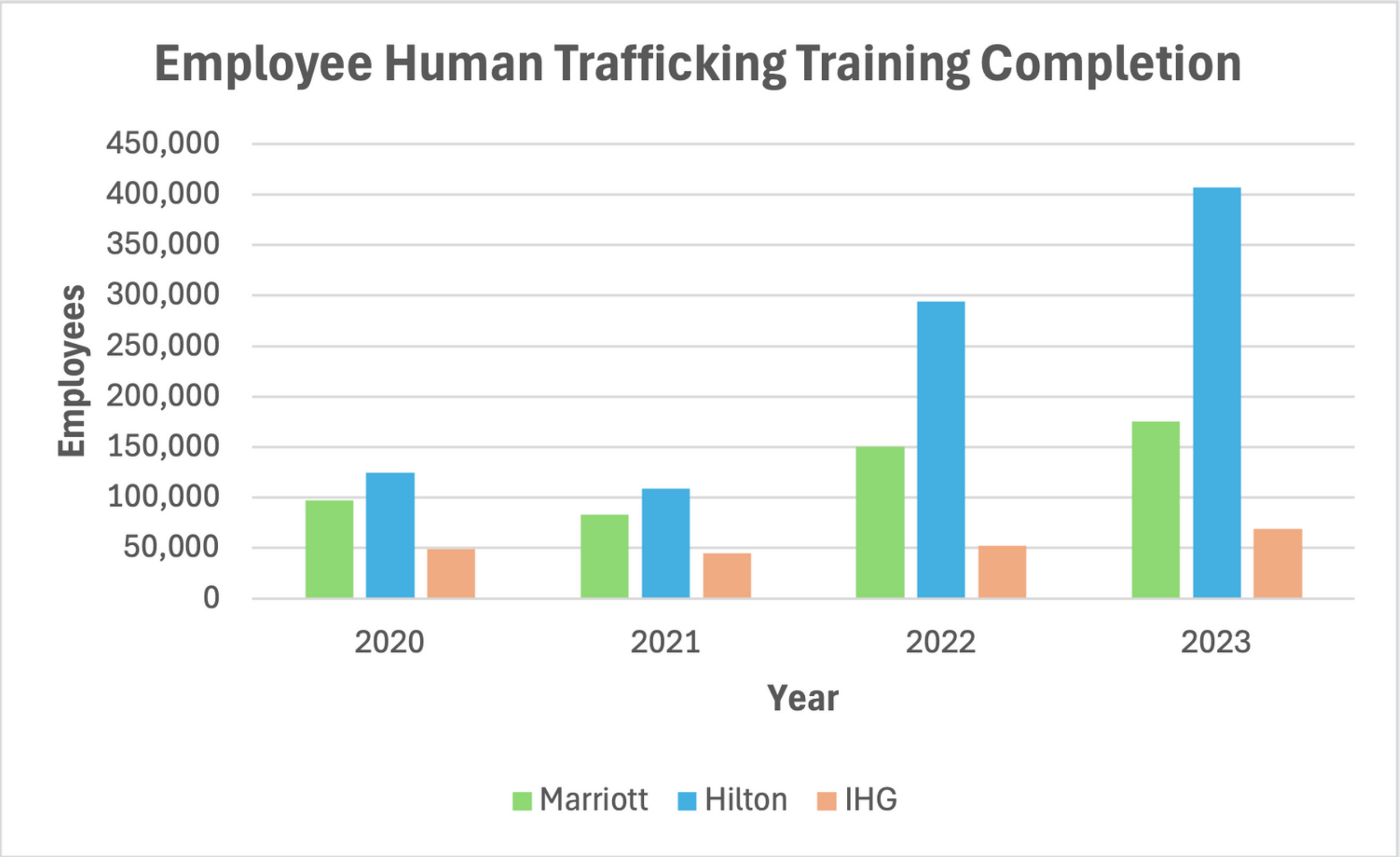
# Social Metrics



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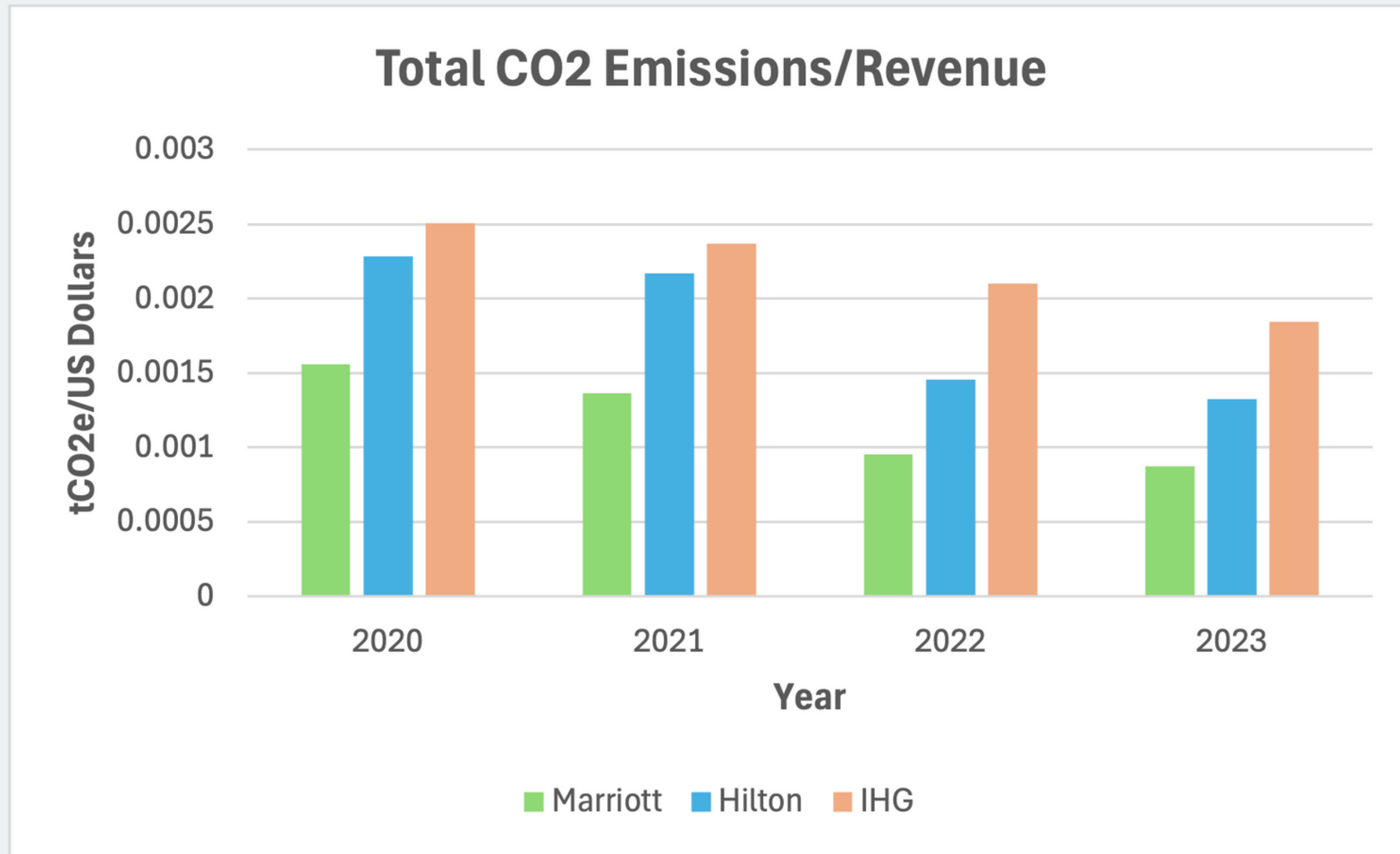




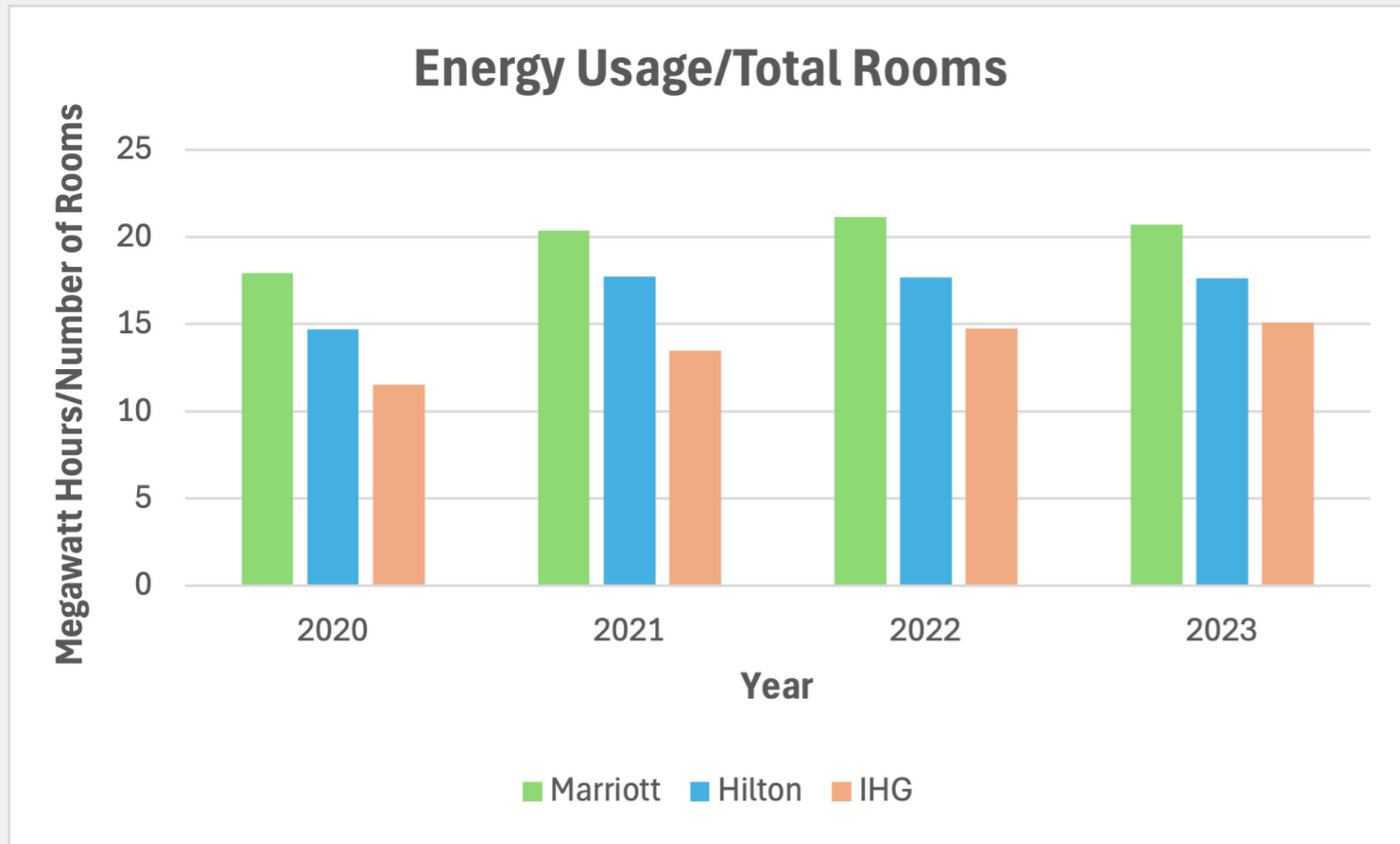
# Intensity Metrics

Intensity Metrics	2020	2021	2022	2023
		<b>Marriott</b>		
Total CO2 Emissions/Revenue	0.00155812	0.00136439	0.00095455	0.00087418
Energy Usage/Total Rooms	17.9193335	20.3491261	21.1746767	20.7214313
Water Usage/Total Rooms	90.9318334	77.9486458	66.4085061	85.5776334
Human Trafficking Training/Total Employees	30.23%	25.54%	39.79%	42.58%
		<b>Hilton</b>		
Total CO2 Emissions/Revenue	0.00228635	0.00216752	0.00145455	0.00132488
Energy Usage/Total Rooms	14.6888982	17.7381835	17.6757892	17.6250071
Water Usage/Total Rooms	25.9593225	32.3058157	34.5582431	36.7847147
Human Trafficking Training/Total Employees	34.32%	29.80%	70.33%	87.34%
		<b>IHG</b>		
Total CO2 Emissions/Revenue	0.00250455	0.00236965	0.00210246	0.00184221
Energy Usage/Total Rooms	11.5400503	13.4616557	14.7456855	15.0972783
Water Usage/Total Rooms	90.1436635	107.638877	125.53007	130.613971
Human Trafficking Training/Total Employees	14.00%	13.85%	15.17%	19.92%

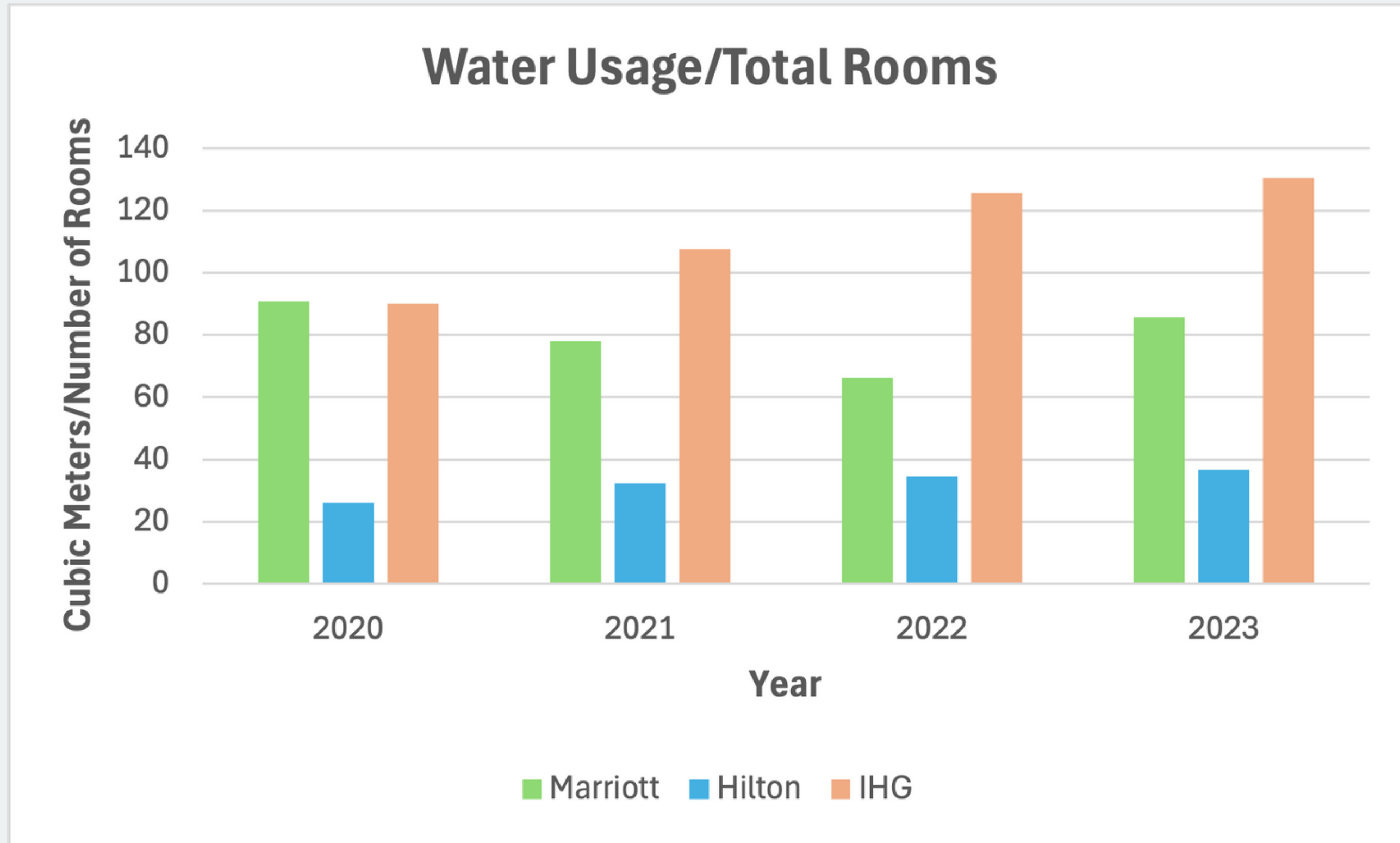
# Intensity Metrics



# Intensity Metrics



# Intensity Metrics





# Intensity Metrics



# Deeper Dive: InterContinental Hotels Group

19 Hotel Brands

6000+ destinations

Launched Sustainability Plan in 2021



REGENT



VIGNETTE  
COLLECTION

KIMPTON  
HOTELS & RESTAURANTS

HOTEL  
INDIGO

VOCO



CROWNE PLAZA



EVEN



Garner

avid

ATWELL  
SUITES



CANDLEWOOD  
SUITES

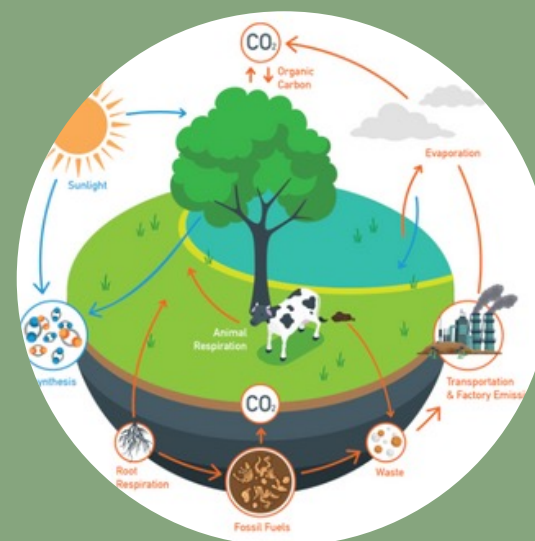
# Journey to Tomorrow: 10 Year Plan



People



Communities



Carbon &  
Energy



Waste



Water

# Carbon & Energy Commitments



46% absolute reduction in carbon dioxide emissions by 2030

Target 100% new-build hotels to operate at very low/zero carbon emissions by 2030

Maximize/optimize the role of renewable energy



# Carbon & Energy Actions



US Department of Energy's Better Buildings Low Carbon Pilot program

UK Global Headquarters awarded LEED platinum certification

ECM integration into brand standards

Community solar program that includes RECs

IHG Green Engage system

# Waste Commitments



Eliminate single-use items, or move to reusable or recyclable alternatives across the guest stay

Minimize food going to waste through a 'prevent, donate, divert' plan

Collaborate to achieve circular solutions for major hotel commodity items



# Waste Actions



Ant Forest's tree-planting program on the Alipay app

Global food waste training for all regions and hotels

Back-of house posters illustrating easy-to implement ways of saving food and reducing food waste

Partnership with food waste specialist Winnow

Designing furniture fabric covers made from recycled plastic



# RESTATEMENT DATA IN ESG REPORTS

## Global GHG emissions

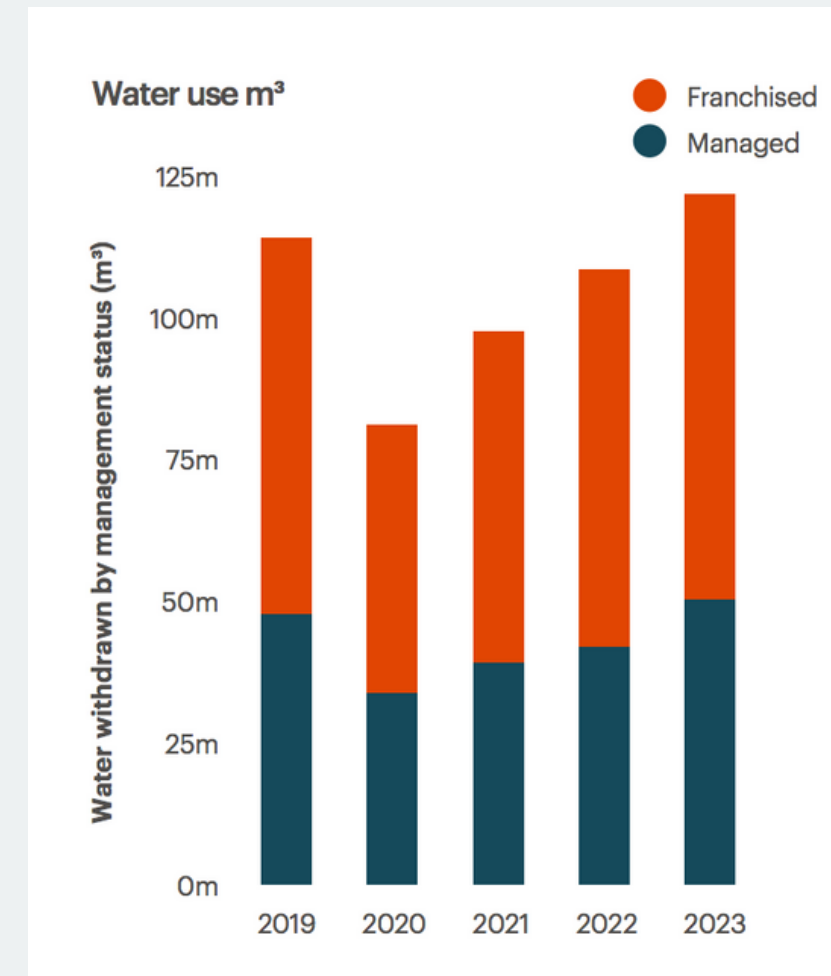
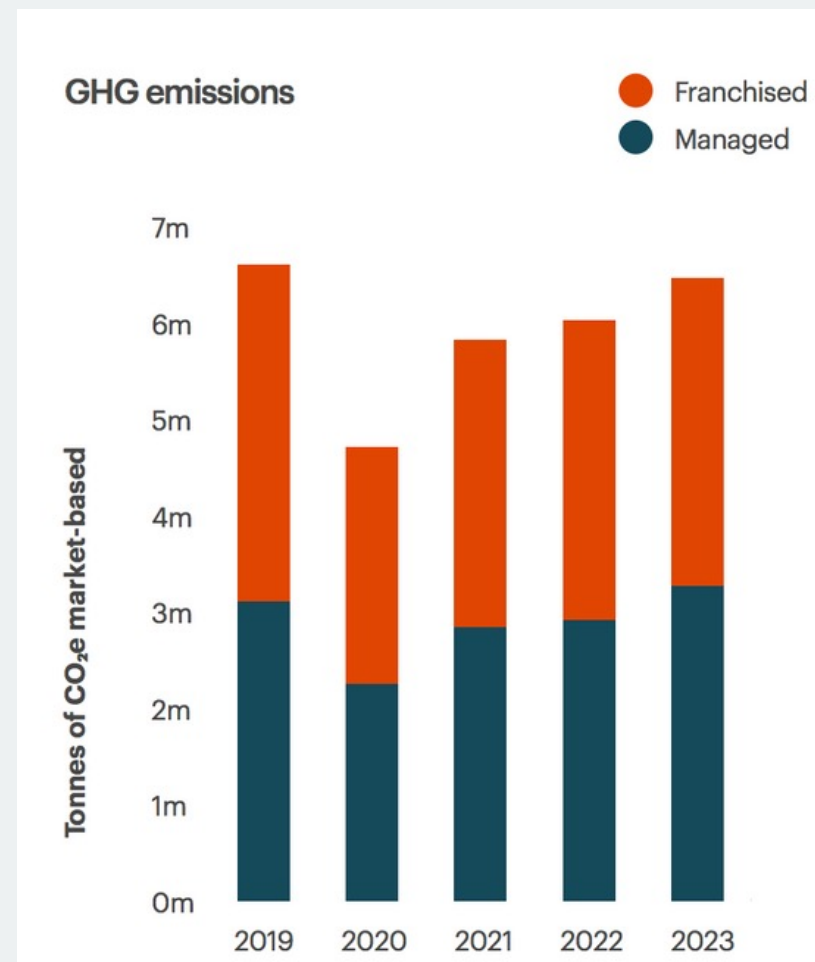
Tonne of CO <sub>2</sub> e	2023	2022	2021	2020	2019
Scope 1*	486,094	418,902	402,138	330,760	473,803
Scope 2 location-based*	2,149,107	1,805,995	1,757,829	1,496,350	2,012,896
Scope 2 market-based*	2,176,340	1,825,769	1,783,991	1,515,592	2,051,839
Scope 3 Franchises**	3,150,412	3,057,648	2,942,566	2,427,818	3,442,793
Scope 3 FERA*	556,434	635,106	605,843	371,486	526,603
Total Scope 1 + 2 + 3 GHG emissions market-based	6,369,280	5,937,425	5,734,538	4,645,656	6,495,038

## Global GHG emissions

Global GHG emissions (tCO <sub>2</sub> e)	2022	2021	2020	2019
Scope 1**	482,917	456,515	341,101	485,568
Scope 2 **	1,999,890	1,765,642	1,584,397	2,188,412
Scope 3 Franchise	2,972,102	2,884,212	2,199,529	3,158,714
Scope 3 FERA	732,731	624,281	396,487	572,939
Total GHG emissions*	6,187,640	5,730,651	4,521,514	6,405,633



# Consulting



Optimizing  
Existing Hotel  
Operations

Combating an  
increase in  
carbon emissions  
and water use  
due to estate  
growth

Implementing  
Water  
Reduction  
Initiatives

Mitigating  
Hotel  
Construction  
Impacts



# Key Takeaways



- Heavily focused on social initiatives outside the company
- Room for improvement in environmental practices
- Reports lacked strategic action, hints of greenwashing



- Low water consumption and high renewable energy usage
- High trafficking training completion
- Sufficient ESG reporting and actions



- Heavily focused on in-house reductions
- Only company of the three to restate their data
- Need to expand renewable energy efforts
- European company and it shows

# THANK YOU



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