

GET RECOGNISED FOR YOUR SUSTAINABILITY COMMITMENT

Why it matters for your hotel and how HBX Group x Bioscore can help

Hotels are increasingly expected to demonstrate their sustainability performance in a credible and transparent way.

Through the HBX Group x Bioscore partnership, hotels can access expert guidance and support on their path towards recognised certification.

01

WHY NOW?

Recent regulatory expectations on sustainability claims, such as the new EU consumer protection rules, are also strengthening requirements around environmental claims and sustainability communications, reinforcing the importance of credible and verifiable information.

MEASURABLE. CREDIBLE. TRANSPARENT.



02

CERTIFICATION DRIVES RESULTS

HBX Group data shows stronger growth among sustainability-certified hotels across key commercial metrics.

ROOM NIGHTS GROWTH

16.8%

CERTIFIED HOTELS

VS

12.1%

NON-CERTIFIED HOTELS

GROSS SALES GROWTH

17.0%

CERTIFIED HOTELS

VS

14.7%

NON-CERTIFIED HOTELS



OF HOTELS WITHIN THE HBX GROUP PORTFOLIO ARE CURRENTLY SUSTAINABILITY CERTIFIED.*

Source: HBX Group internal analysis. Figures subject to final validation before external publication.

03

WHAT CAN CERTIFICATION SUPPORT?

Recognised sustainability certification can help hotels strengthen their sustainability efforts while supporting.

OPERATIONAL PROGRESS



Energy efficiency |
Water management |
Waste reduction |
Continuous improvement

CREDIBILITY



Measurement |
Independent validation |
Transparent communication |
Recognised standards

FUTURE READINESS



Evolving expectations |
Responsible operations |
Continuous progress

04

HOW WE CAN HELP?

Recognised sustainability certification is becoming increasingly important, yet navigating the process can be complex. The HBX Group x Bioscore partnership provides hotel partners with expert support to help them move forward with confidence.



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GET EXPERT GUIDANCE



PROGRESS TOWARDS CERTIFICATION



COMMUNICATE WITH CREDIBILITY

Ready to take the next step with us?

Start your certification journey here