

SINGAPORE HOTEL SUSTAINABILITY ROADMAP

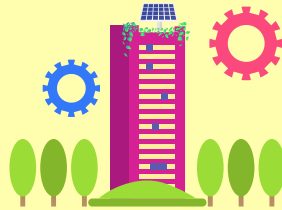


VISION

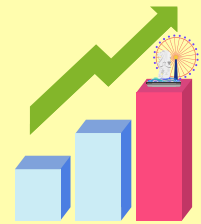
To create a hotel industry in Singapore that



Integrates sustainability as a core value across the entire hotel ecosystem



Is established as a living lab for innovation and utilises sustainability as a key thrust to drive business competitiveness and growth



Is recognised as an industry leader for sustainability in the region

TARGETS

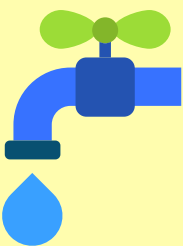


At least 60% of hotel room stock to achieve internationally-recognised hotel sustainability certification (e.g. by the Global Sustainable Tourism Council) by 2025



For hotels to commence tracking of emissions by 2023, reduce emissions by 2030, with a view to achieve net-zero emissions by 2050

4 CORE AREAS OF FOCUS



Water Conservation



Energy Conservation



Waste Management, Recycling & the Circular Economy



Sustainable Sourcing and Procurement

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STRATEGIES

Strategy 1

Develop holistic sustainability plans, guided by international certification standards, to green hotel properties and operations:

Raise sustainability standards across the industry to achieve certification



Hotels to green properties and operations, guided by international certification standards



Tap on industry-wide sustainability resources and learn from industry best practices



Create new green jobs and develop sustainability-focused capabilities and skillsets

Singapore hotels as a living lab to test bed and develop new and effective sustainable solutions, for export to the region and beyond:

Strategy 2

RESEARCH & DEVELOPMENT



Identify areas of opportunity & key sustainability-related problem statements

PILOT & TEST-BED



Partnerships between solution providers and hotels to pilot new solutions

IMPLEMENT & SCALE ADOPTION



Scale adoption of sustainability solutions with proven results

Research, pilot and adopt sustainability solutions

Strategy 3

Tap on growing demand for sustainable products by developing authentic sustainability-centric hotel concepts and guest experiences:

Develop sustainable hotel concepts and experiences in Singapore

Establishment of leading green hotel brands



Farm to table dining experiences



Rooftop herb gardens



Choice of eco-friendly bedding



Incorporating sustainability incentives into loyalty programmes



Educate and promote sustainable consumption habits and grow awareness of hotels' sustainability offerings:

Strategy 4

Raise awareness of sustainability efforts and promote sustainable consumption habits



Encourage housekeeping only upon request



Sustainable hotel toiletries



In-room filtration tap to replace plastic water bottles



Marketing of hotels' sustainability efforts and offerings