

Communicating your sustainability efforts: A guide for accommodation businesses

Companies make great efforts to be more sustainable, but fail to communicate it convincingly to their customers in a way that it clearly shows how their experience will be superior. This is a missed opportunity to increase revenue, reduce seasonality, retain loyal customers and increase customer satisfaction. Taking seriously how you communicate sustainability will improve your overall efficiency, motivate staff and allow you to achieve more in less time.

Read more from Travel Foundation's guide: [Communicating your sustainability efforts](#)