



REVIVING GUAM TOURISM WITH PURPOSE AND SUSTAINABILITY



Jason Lin, co-founder/CEO | jason@hotelzero.io

Topic Today

- ✓ An awakening journey
- ✓ Why sustainable tourism is the future?
- ✓ Launch of Hotelzero
- ✓ Sustainability as opportunity for Guam
- ✓ Q&A

Presenter's Profile

A career at the intersection of travel, tourism, and digital with a deep passion for sustainability



Jason Lin

San Francisco / Taipei

Jason is the Co-founder and CEO of Hotelzero, a tech entrepreneur committed to advancing sustainable growth within the global experience economy.

18 Years in travel tech, tourism, and hospitality

12 Years as GVB's global digital strategist

9 Years contributing to GSTC and promoting sustainable tourism

3 Years building sustainability management software tailored for hotels



2010 – 2022, Leading the digital transformation of Guam's tourism marketing through social media and tech partnership





**Inspired by climate
activist Kathy Jetnīl-
Kijiner from the Marshall
Island at the PATA Annual
Summit in Guam 2016**

**Met GSTC's Roi Ariel at a
PATA Micronesia meeting,
discovering a new framework
for sustainable tourism**



COVID-19

Turning vegan



Living sustainably



Creating new experiences



A scenic view of a coastal town with a church and a beach, set against a backdrop of rolling green hills. The text "Why Sustainable Tourism is the Future?" is overlaid in white, bold font, with a white underline beneath it.

Why Sustainable Tourism is the Future?

Sep 2022 GSTC Summit:

A powerful source of new inspiration



During COVID-19, major corporations and destinations are joining the GSTC at an unprecedented rate.



Booking.com



Hilton



CWT

agoda



hotelbeds



ARIZONA
OFFICE OF TOURISM



Taiwan
THE HEART OF ASIA

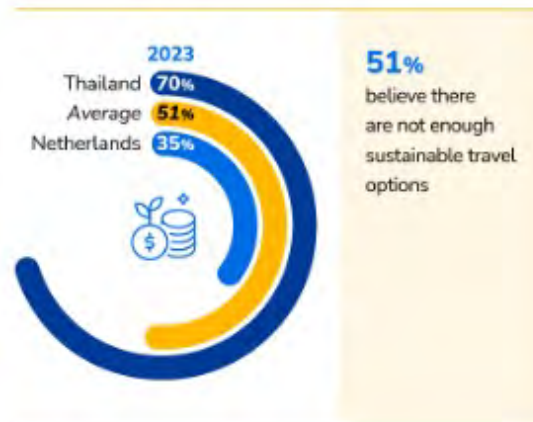
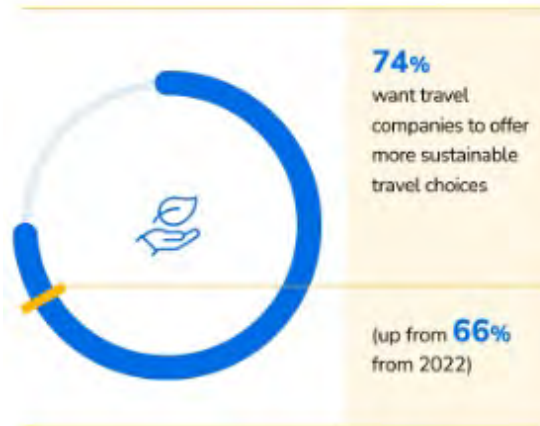


Booking.com

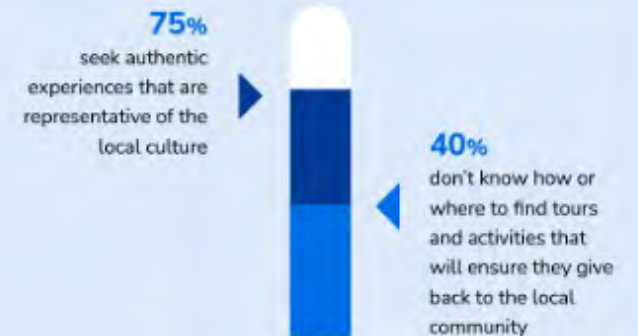
SUSTAINABLE TRAVEL REPORT 2023

Breaking Through Barriers

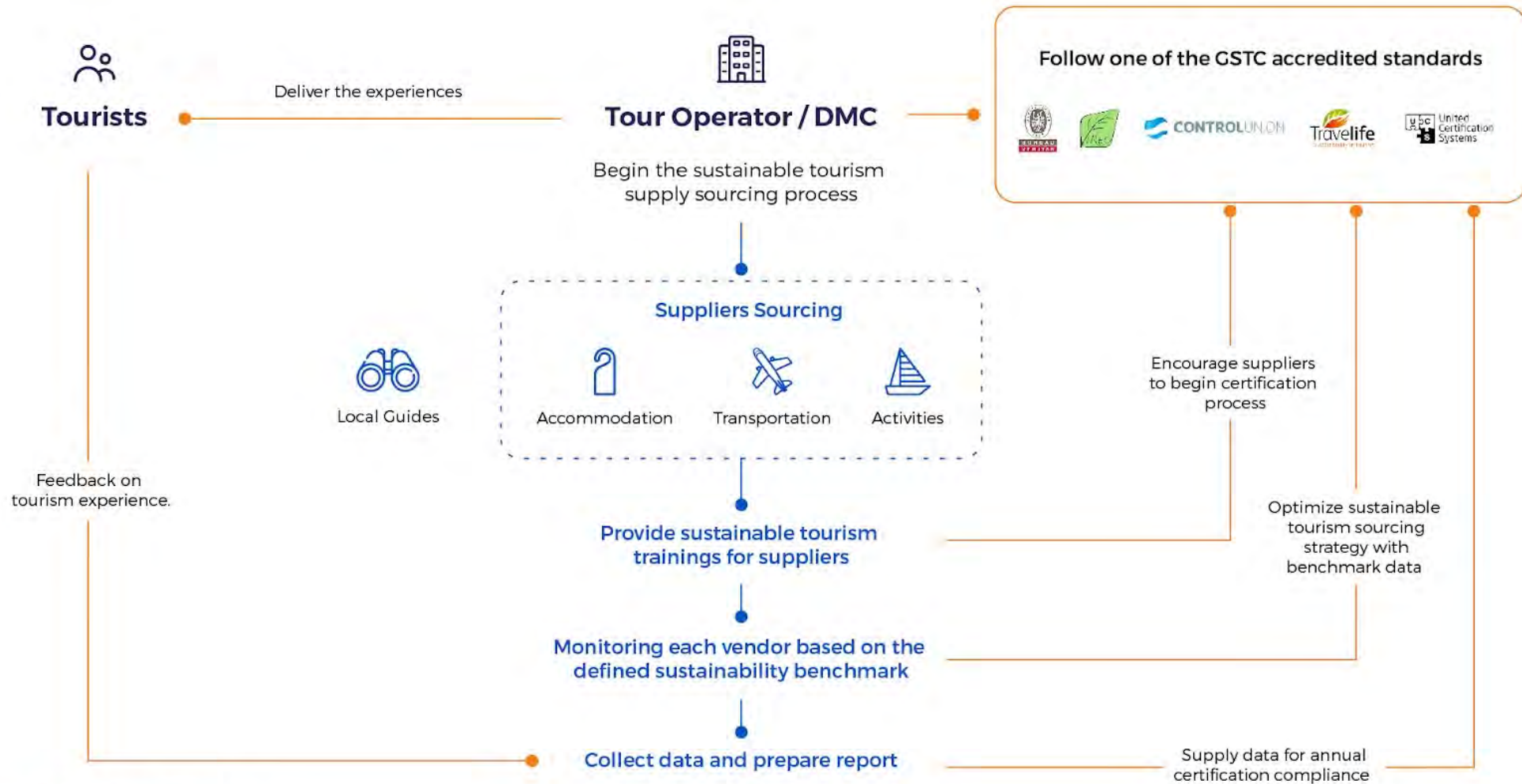
It's not just cost that is a perceived hurdle to traveling more sustainably. From limited data to a perceived lack of options, barriers to traveling more sustainably appear higher than ever, with some telling shifts in the past 12 months.



Despite good intentions, **44%** of travelers don't know where to find more sustainable options. For example:



Sustainable Tourism Starts with the Supply Chain



GBTA Launches Industry's First Global Sustainable Procurement Standards for Responsible Practices in Business Travel

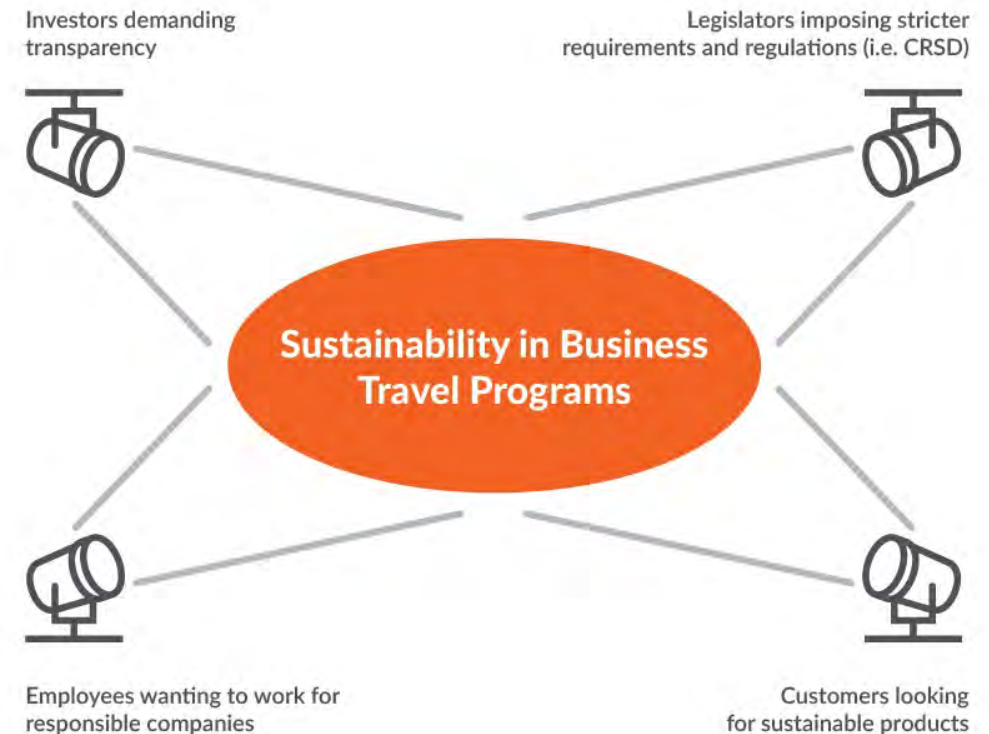
76%

of corporate traveler managers plan to integrate sustainability questions into supplier RFPs

63%

are making travel purchase decisions based on to select suppliers based on certified sustainability criteria

**GBTA's 2023 State of Climate Action report*





GLOBAL
BUSINESS
TRAVEL

Industry Leadership:

Major players are now incorporating sustainable travel procurement as a core business practice

Boosting Sustainable Hotel Bookings
Through a New Collaboration With
the Global Sustainable Tourism
Council

Sustainable Travel
4 Minute Read



- **Track & Report.** To enable our clients to analyze, track, and report carbon emissions by hotel chain and develop sustainable strategies based on this data, last year, we added hotel emission metrics to our proprietary solution [Insights](#).
- **Procure Green.** [GBT has teamed up with travel and transient sourcing technology provider Cvent](#) to create a new set of sourcing questions that standardize and increase the availability of sustainability data shared by hotels and other venues. Developed by our consulting arm, Global Business Consulting (GBC), and Cvent, the new questions will make it simpler for organizations to evaluate hotels' sustainability standards.
- **Influence Choice.** We also strive to influence better travel choices by making it easier for travelers to identify suppliers that have [sustainable travel practices](#) in place. Our online booking and expense tool, [Neo™](#), can now be configured to display a green badge next to hotel content that meets a client's environmental standards and criteria, allowing travelers to easily find and choose sustainable lodging options.



SUSTAINABILITY GOAL ACHIEVED:



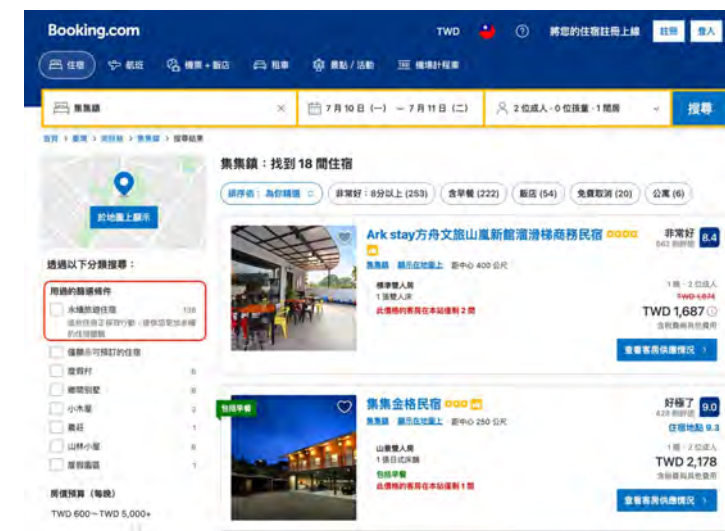
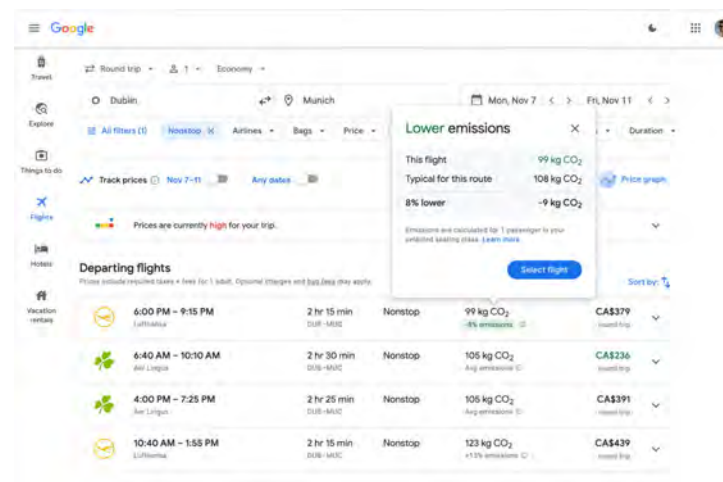
1400 DESTINATION
TOURS
provided by operators
certified to the GSTC standard



ROYAL CARIBBEAN CRUISES LTD.

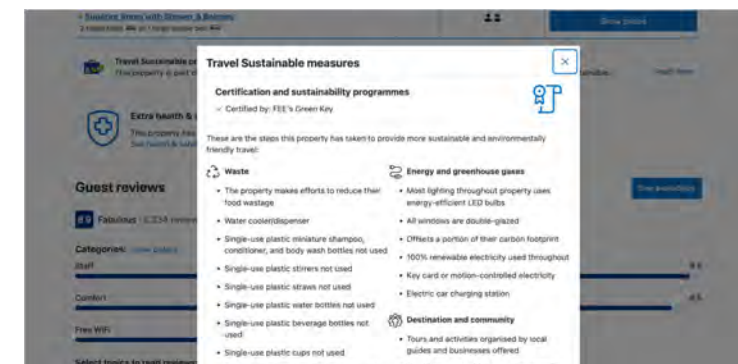


Prince Harry founded Travalyst in 2019 to develop a global, cross-platform sustainable tourism data system



amadeus

Booking.com





Empower the **Global Hospitality and Tourism Industries** to Achieve **Net Zero**





URBAN
FARM

FROM OUR FARM
TO YOUR TABLE

Over 50 varieties of vegetables,
fruits, herbs and edible flowers are
grown here and used as garnishes,
aromatics and ingredients at our
restaurants, lounge and spa.
Bringing farm-to-table, farm-to-
bar and farm-to-spa concepts to
life.

Hotels: An Anchoring Platform for the Sustainable Tourism Revolution

The Evolution of Hospitality

1907, Statler Hotel in NYC offers the first private bathroom in room



1961, the first luxury hotel opened by Four Season



1969, Marriott started its international franchise model.



1980s, hotels start using computerized PMS

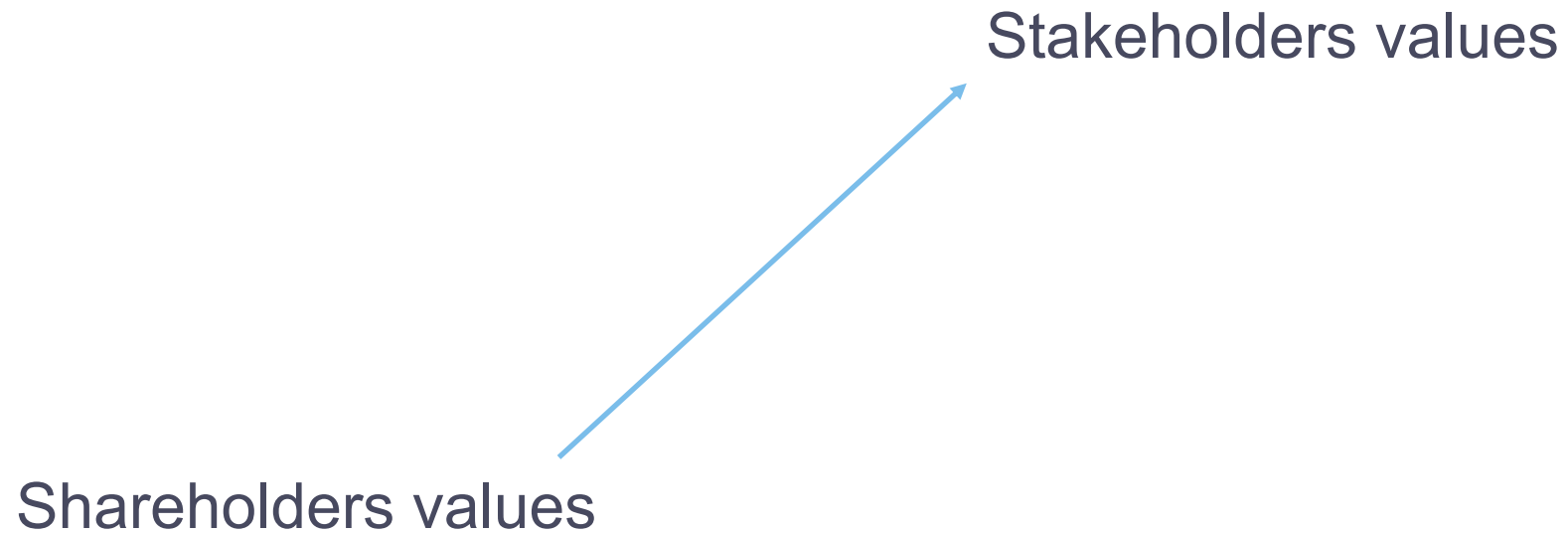


2000s, hotels start to offer free Wi-Fi for all guests



2020s, hotel will enter the era of sustainability and AI

A Purpose-Driven Mindset: **Sustainability is Everyone's Business**



The Future of Hospitality Management

Built on the GSTC Industry Criteria, a global standard for sustainability.



Features 42 criteria and indicators to guide hotels in developing a comprehensive sustainability management approach.



HotelZero: Centralizing Hotel Sustainability Data and Certification in One Platform

📁 Certification Manager

Organize the hotel's annual sustainability commitment and documents.

🕒 Data Reporting

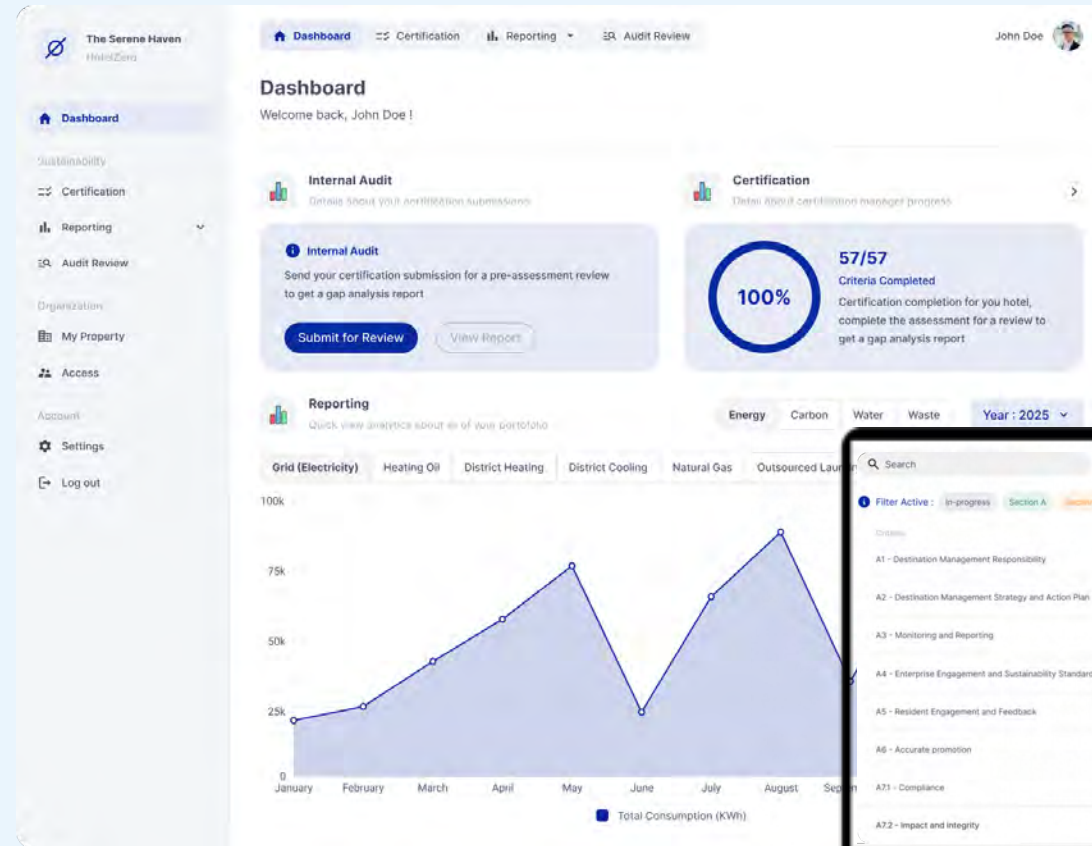
All-in-one energy, water, waste, and carbon data aggregation for reporting.

👥 Stakeholder Engagement

Engagement with teams and suppliers to work toward sustainability management.

📝 Internal Review

Internal audit to ensure the hotel's sustainability submission is compliant.



Our Clients

Hotelzero is trusted by multinational hotel chains to manage their sustainability data

The Hilton logo, featuring the word "Hilton" in a dark blue, serif typeface with a registered trademark symbol.The Premier Best Western logo, consisting of a red circular emblem with "BWP" in white, followed by the word "PREMIER" in a large serif font, and "BEST WESTERN" in a smaller red sans-serif font below it.The Aiden logo, featuring the word "Aiden" in a red, sans-serif font inside a black-outlined hexagonal frame with a registered trademark symbol.The DoubleTree by Hilton logo, featuring a stylized tree icon inside a dark blue "D" shape, followed by the text "DOUBLETREE by Hilton" in a serif font.The Best Western logo, featuring a blue circular emblem with "BW" in white, followed by the words "Best Western" in a dark blue sans-serif font with a registered trademark symbol.The SureStay Hotels logo, featuring a blue geometric icon of four interlocking shapes, followed by the text "SureStay" in a large serif font and "HOTELS" in a smaller sans-serif font below it.

Energy Tracker / Carbon Reporting

Built on the Sustainability Hospitality Alliance’s HCMI model for hotel energy and carbon reporting

Step 2 of 3

Please input your preferred measuring units

Kindly specify your preferred measuring units for the following parameters :

Grid

Kilowatt Hours

Natural Gas

Cubic Meters

Oil Fuel

Liters

Back

Next

Configure with specific types of energy sources and measurement units.

Step 4

4. Input Oil Fuel Consumption

Input Your Oil Fuel Usage for The Month

0

0

4

0

0

L

Private Space Consumption ⓘ

0

0

0

4

0

L

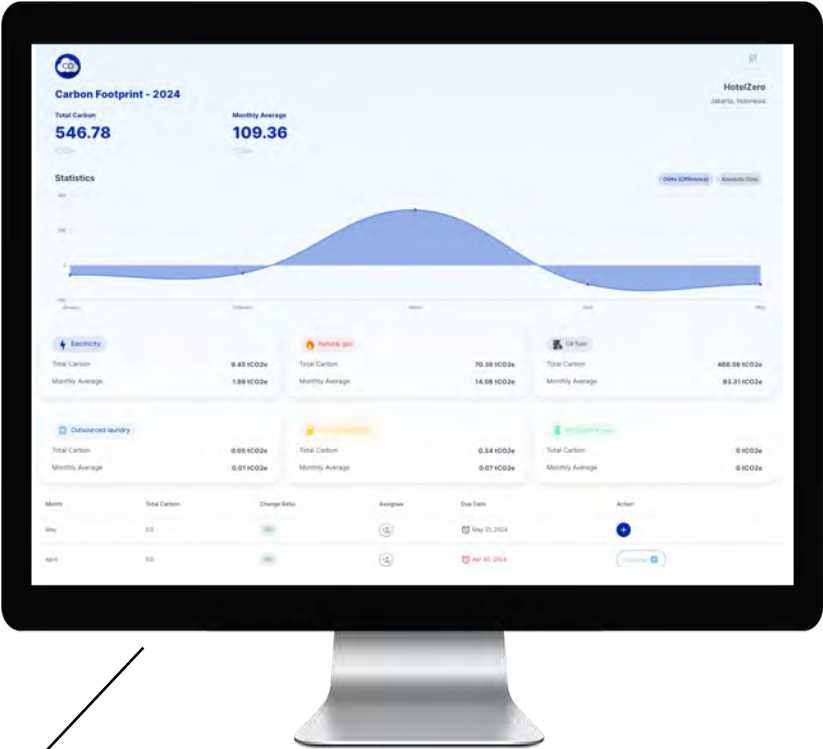
Upload bill for evidence about Oil Fuel Consumption (Optional)

☁

Select a file(s) or drag and drop here

DOC, DOCX, PDF, JPG or PNG file size no more than 10MB

Carbon report statements monthly to break down emission sources and analyze trends.



Water Consumption Tracker

Built on the Sustainability Hospitality Alliance’s HWMI model for hotel water consumption measurement

Step 2 of 5

Select the unit to report water consumption

When it comes to tracking water consumption for your hotel, choosing the right unit for reporting is crucial. Whether you prefer gallons, liters, or any other measurement, this decision ensures accurate data collection and effective water management practices.

Unit option for water consumption

Liter

Cubic Meters

Cubic Feet

Imperial Gallons

US Gallons

Configure specific types of water usage, measurement, and metering.

Step 4

4. Input Unmetered Sources of Water (e.g. Ground/ Surface Water) for The Month

Sanitation Facility Water Usage

237250 m³

Private Space Water Usage

94500 m³

Ground Irrigation Water Usage

How many weeks per month do you irrigate your hotel grounds?

2 Weeks per January

62000 m³

Private Space Water Usage

24800 m³

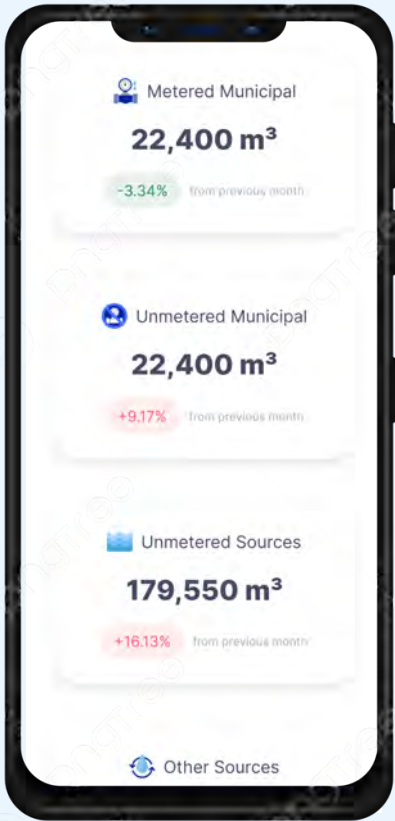
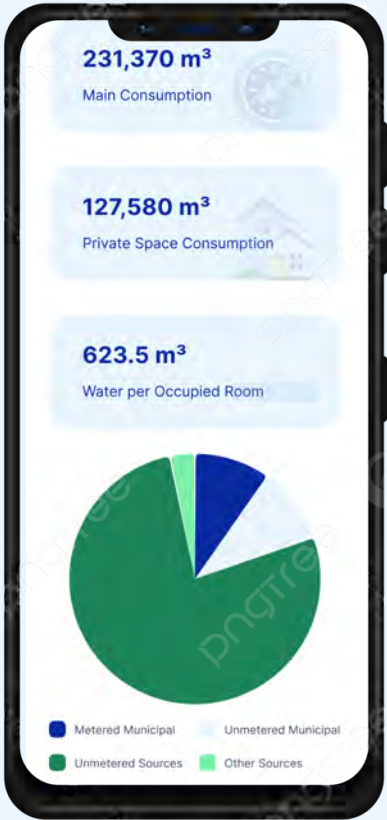
Upload data evidence for Unmetered sources of water usage (Optional)

Select a file or drag and drop here

DOC, DOCX or PDF (Max size: 10 MB)

Save & Close

Next



Waste Management Tracker

Built according to Energy Star best practices to manage waste data tracking with historical analysis

Configure specific types of waste to track, as well as handling methods and units of measurement.

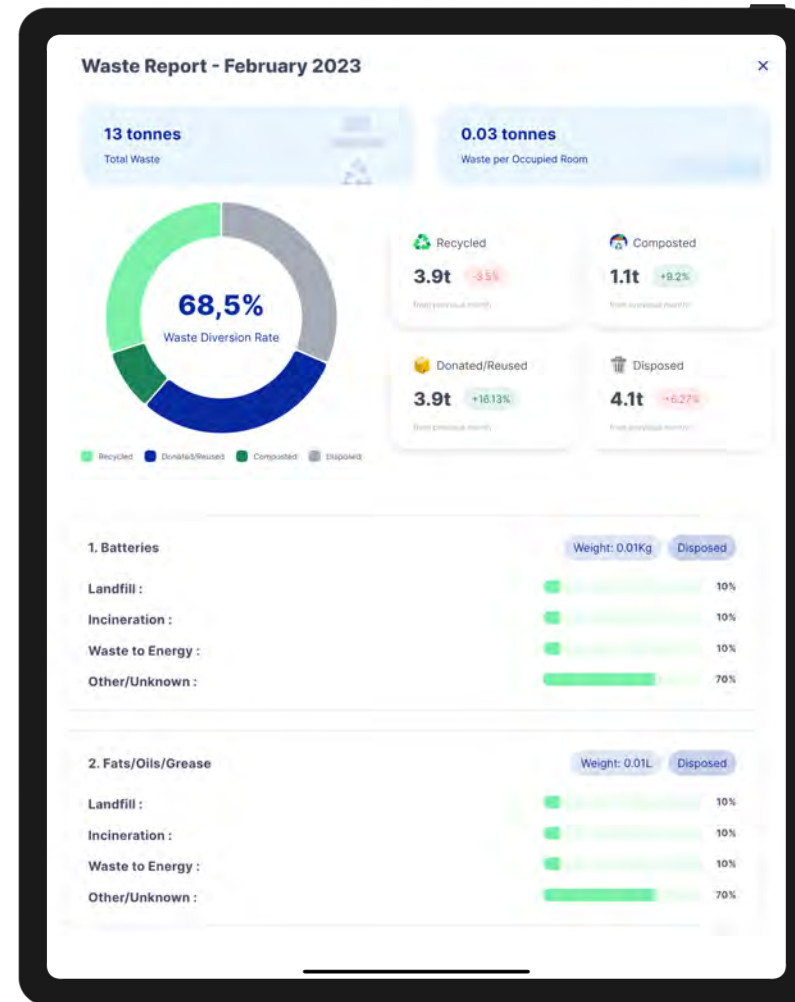
Step 2 of 5

Select the types of waste/material for your hotel plans to track

Select the waste or material categories your hotel aims to monitor and analyze.

<input checked="" type="checkbox"/> Appliances	<input checked="" type="checkbox"/> Glass
<input type="checkbox"/> Batteries	<input checked="" type="checkbox"/> Grass/Yard Trimmings
<input checked="" type="checkbox"/> Beverage Containers (Aluminium, Glass, Plastic)	<input type="checkbox"/> Lamps/Light Bulbs
<input checked="" type="checkbox"/> Building Materials - Carpet/ Carpet Padding	<input type="checkbox"/> Mixed Recyclables
<input checked="" type="checkbox"/> Building Materials - Concrete	<input checked="" type="checkbox"/> Office Supplies
<input checked="" type="checkbox"/> Building Materials - Mixed/Other	<input type="checkbox"/> Pallets
<input type="checkbox"/> Building Materials - Steel	<input type="checkbox"/> Paper - Books
<input checked="" type="checkbox"/> Building Materials - Wood	<input type="checkbox"/> Paper - Copy Paper
<input type="checkbox"/> Cardboard/Corrugated Containers	<input type="checkbox"/> Paper - Mixed
<input type="checkbox"/> Compostable - Mixed/Other	<input type="checkbox"/> Plastics - Mixed
<input checked="" type="checkbox"/> Electronics	<input type="checkbox"/> Plastics - Wrap/Film
<input type="checkbox"/> Fats/Oils/Grease	<input type="checkbox"/> Regulated Medical Waste
<input type="checkbox"/> Food/Food Scraps	<input checked="" type="checkbox"/> Textiles/Clothing
<input type="checkbox"/> Furniture	<input type="checkbox"/> Trash
	<input type="checkbox"/> Other

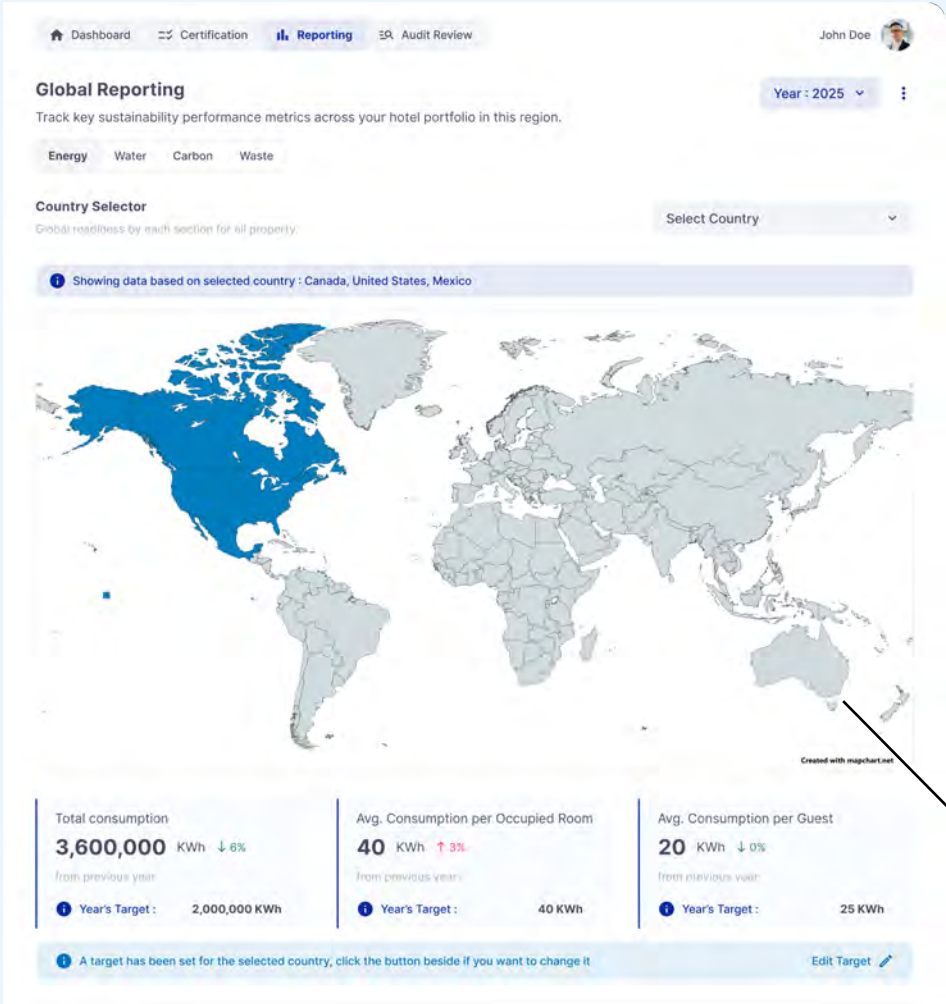
[Back](#) [Next](#)



Monthly waste management report to reveal insights and analyze waste reduction opportunities

Destination/Corporate Benchmarking Tool

Enable DMOs and hotel groups to analyze and compare the sustainability performance of their global portfolio



Empower destination and global hotel managers to see year over year trend and breakdown

Destination and hotel group managers can compare and benchmark their global sustainability performance

Paving the Way for Guam's Sustainable Tourism Future



Challenges Facing Guam's Tourism Today





Guam faces strong competition from other Asian destinations, including:

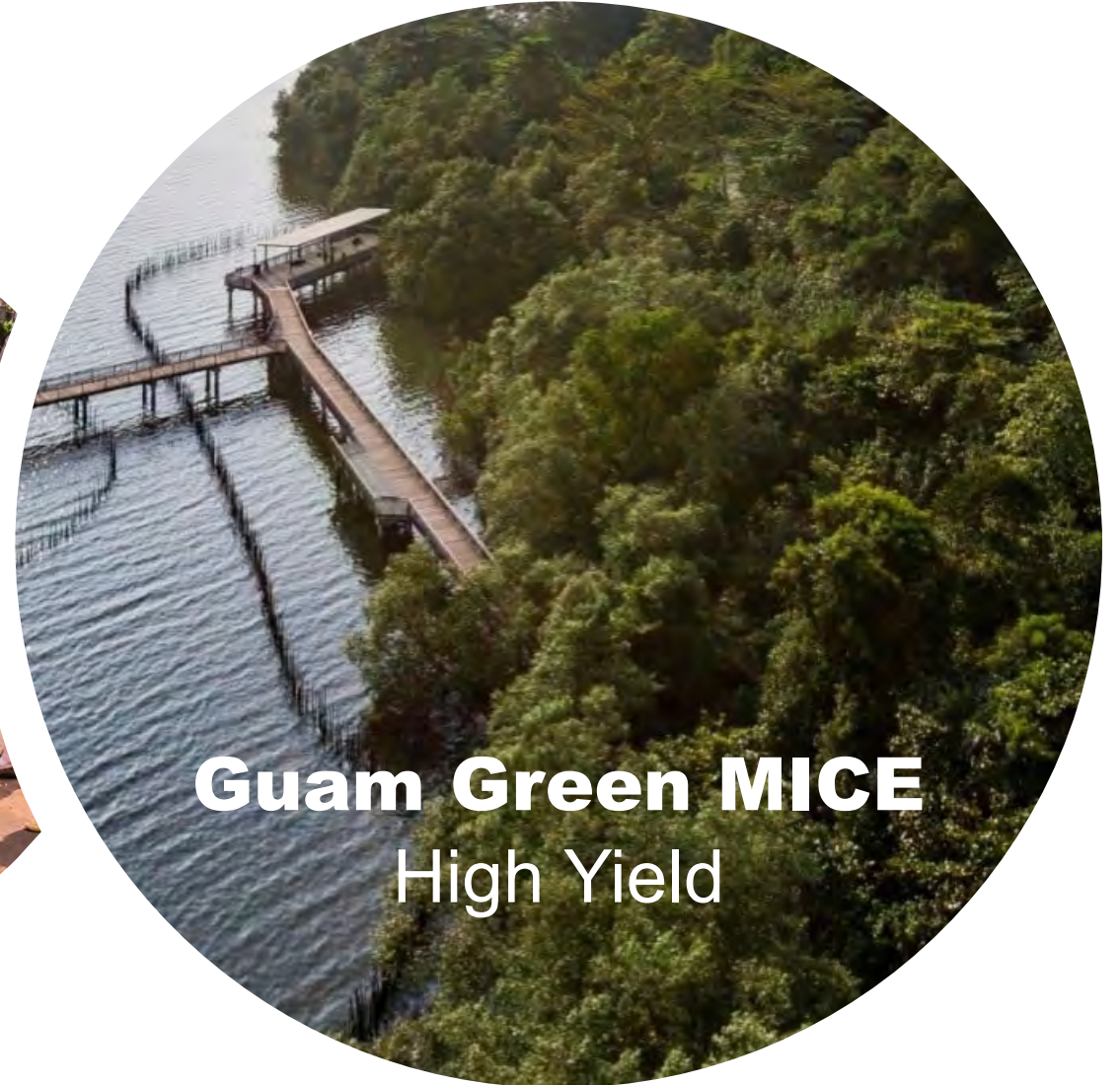
- Major cities with robust concert and event tourism.
- Urban centers with developed fashion and retail offerings.
- Cheaper island destinations in Southeast Asia.

A New Context for Marketing

Given the current constraints in flight capacity and tour products, Guam's marketing strategy must evolve.



Social sustainability experience: Long stay



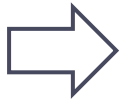
Guam Green MICE
High Yield

EXAMPLE ONE

Guam's Green MICE Development Roadmap



Standard/
analytic



Social
empowerment

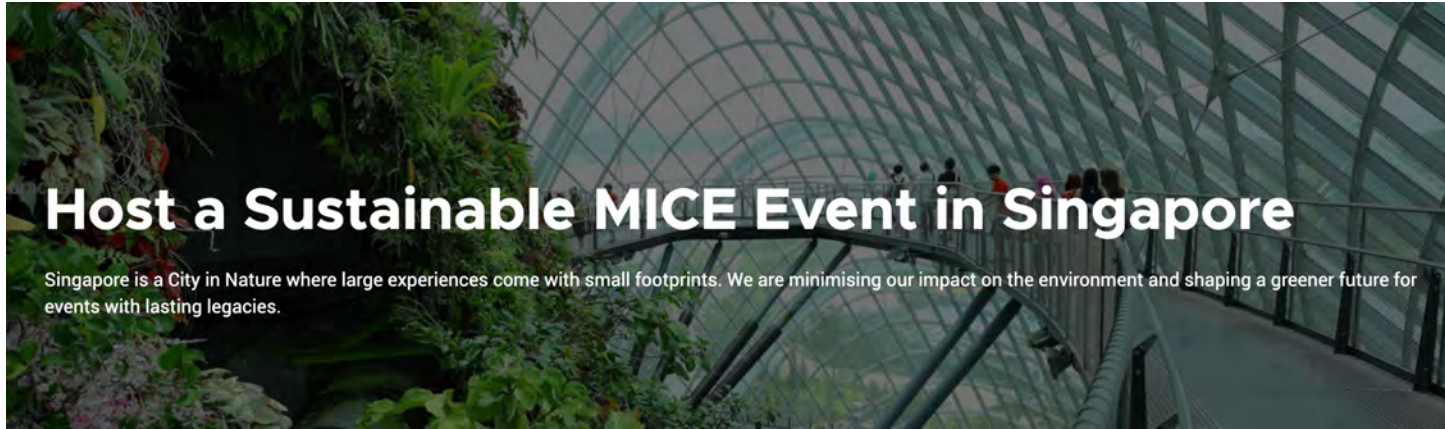


Targeted
promotion



Service
delivery

Travel green to and within Singapore



Singapore's systematic framework for Green MICE

3 Targets



Develop **sustainability standards** by 2023 and aim to be internationally recognised by 2024



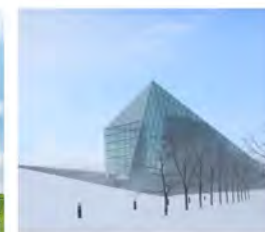
Obtain **sustainability certification**² for purpose-built MICE venues³ & 80% of SACEOS members⁴ by 2025



Start **tracking waste and carbon emissions** by 2023, reduce waste and achieve net zero emissions by 2050



Embracing renewable energy



Working with nature to reduce CO₂ emissions



Efforts to pass on the unique culture



A green and efficient transportation network



Local production and local consumption



Evaluation system and guidelines

Discover >100 new carbon-neutral ways to experience Thailand at ITB Berlin 2024

A "GT" Partner message or sponsored post 📅 February 15, 2024



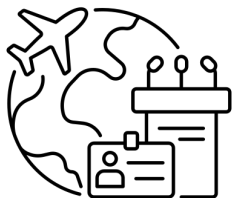
CARBON NEUTRAL EXHIBITION

SUSTAINABLE MICE EVENTS FOR ENVIRONMENT CONSERVATION

Carbon Neutral Exhibition is a carbon-free MICE event. Aware of the greenhouse gases quantity emitted by MICE event, TCEB corporates with TGO to create a basic guideline and a "CF Event" application for organizers who want to host sustainable MICE events.

IDEA: A Carbon-Neutral MICE Initiative for Guam

1 Measure the CO2 generated by a corporate MICE event held on Guam



2 GVB offers incentives to subsidize the cost of carbon offsets for corporate clients.



3 These funds are directly invested into local reforestation and conservation projects, creating a tangible, positive impact on Guam's environment.

UOG launches inaugural G3 GROW Corps with focus on watershed restoration

7/16/2025




News by Category
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Impact report for 21
UOG Horizons: Kna
Life Breastfeeding .
Month: Creating a s
breastfeeding.com
life-long health
UOG's Delos Reyes
from transformativ



GUAM
CORAL REEF
INITIATIVE

EXAMPLE TWO/ Develop long-stay experiences that integrate Guam's social sustainability initiatives


**PLANETERRA**

About usOur WorkStoriesThe NetworkDonate

PUTTING COMMUNITIES AT THE HEART OF TOURISM

Community tourism enterprises need and want technical assistance and training opportunities to supplement their income, improve their product offering and create jobs. They also need donor development assistance and support in establishing partnerships with tourism operators to access markets. However, many vulnerable communities are currently unable to fully access the travel industry and its benefits.

Planeterra works with Tourism Authorities to support community-owned, non-profit and social enterprises that offer tourism experiences in order to ensure that tourism maximizes resident, visitor and environmental well-being. There are multiple ways for Tourism Authorities to benefit from our programs:



Cafe Ubuntu,
Nakuru, Kenya



**+500
COMMUNITY
PARTNERS**

**80
COUNTRIES**

OUR NEWEST PARTNERS AND ENTERPRISES



Alebrijes Zoologico Magico
Mexico

Alebrijes Zoologico Magico, Mexico

Women-owned cooperative dedicated to celebrating the Zapoteca culture, with revenue from handicrafts and visitor visits benefitting 13 women and their families.



Pink City Rickshaw Company, India

An innovative project aiming to train and empower 200 resource-poor women from Jaipur to lead unique tours on environmentally-friendly rickshaws.



Grow Dat
USA

Grow Dat, USA

A nonprofit dedicated to providing opportunities for youth in New Orleans to develop leadership skills alongside a diverse group of peers, while learning about sustainable agriculture on the organization's 7-acre farm.

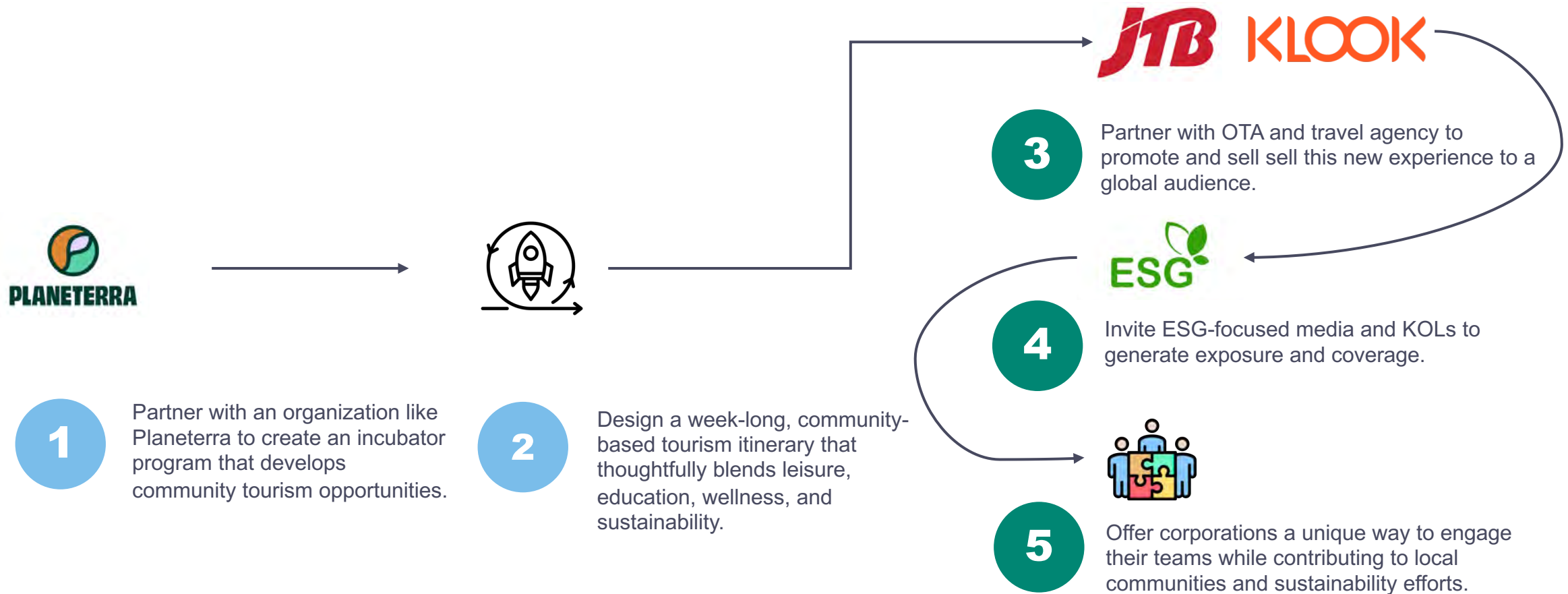


Train and Travel
Côte d'Ivoire

Train and Travel, Côte d'Ivoire

A nonprofit that gives women the opportunity to participate in training courses that engage them in tourism. They have been using Planeterra's resources to enhance their training materials for the women they serve.

IDEA: Create and promote packages that include hands-on experiences with local culture, wellness, environmental conservation projects

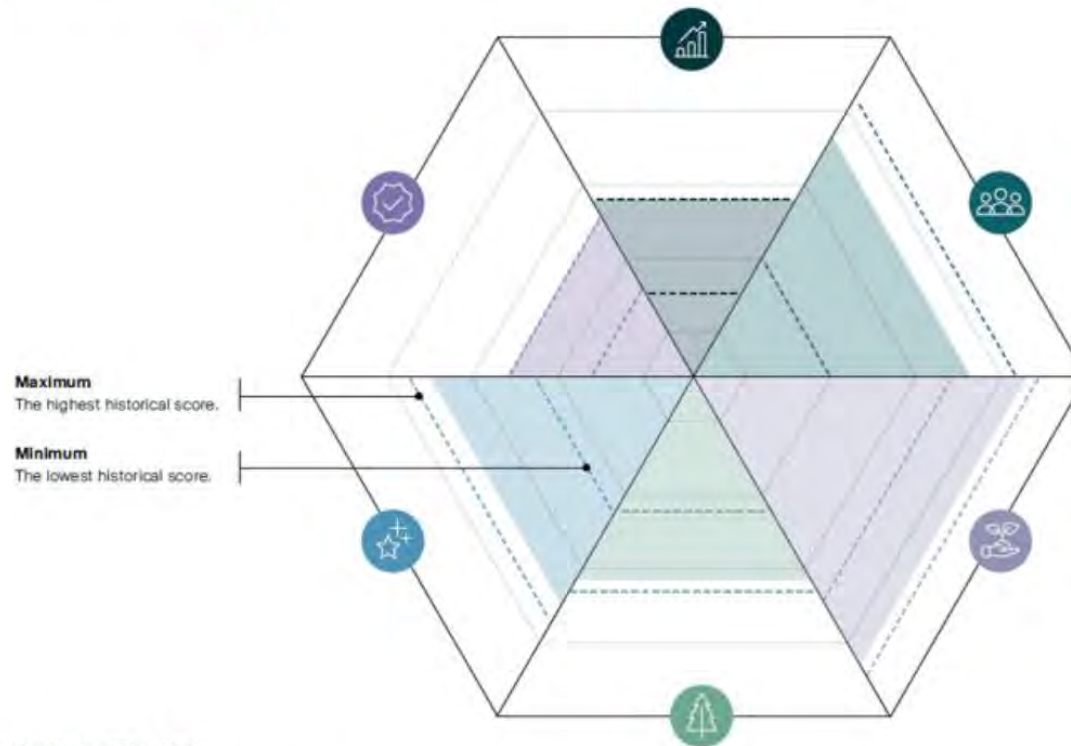


WEALTH & WELLBEING INDEX

Presentation to the UN Tourism Expert Group on
Measuring the Sustainability of Tourism

October 1st, 2024

Methodology



The Six Sub-indices (Six E's):



Economy

Tourism businesses are prosperous, deeply imbedded in and generate wealth for communities.



Employment

Tourism jobs are coveted and inclusive of diverse people and geographies.



Enablement

Tourism flourishes with the development of quality infrastructure.



Environment

Tourism operates in harmony with ecological abundance and rebalancing of the carbon cycle.



Engagement

Local cultures thrive, are rooted in community and welcome the world.



Experience

Guests are transformed by rich experiences that distinguish Canada in the world.

Measuring the performance of the tourism sector in Canada

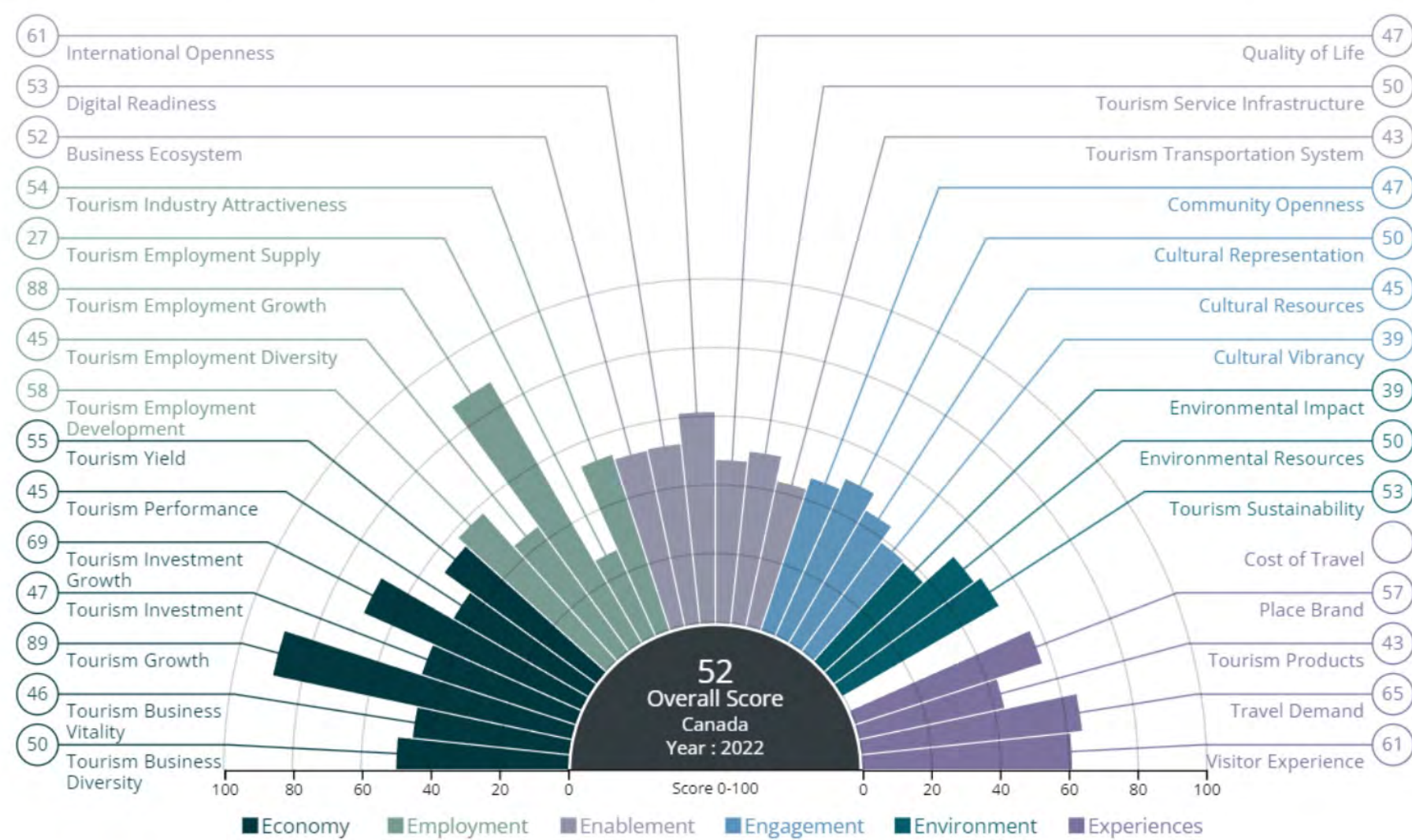
The Wealth & Wellbeing Index developed through collaboration industry partners systematically gather data across

- 109 indicators, which are organized into
- 30 distinct categories within
- 6 sub-sectors.

This structured approach ensure a comprehensive and nuance of tourism's multifaceted impact.

Exploring the data in greater details

Wealth and Wellbeing Index Breakdown - Canada, 2022
Individual category scores, arranged by their category index



"In closing, we can achieve this once more, just as we did 50 years ago."



A Hilton Guam postcard shows the hotel in the 1970s.





Let's Create a Carbon-Free Future Together

Q&A Time

Jason Lin, co-founder/CEO | jason@hotelzero.io

