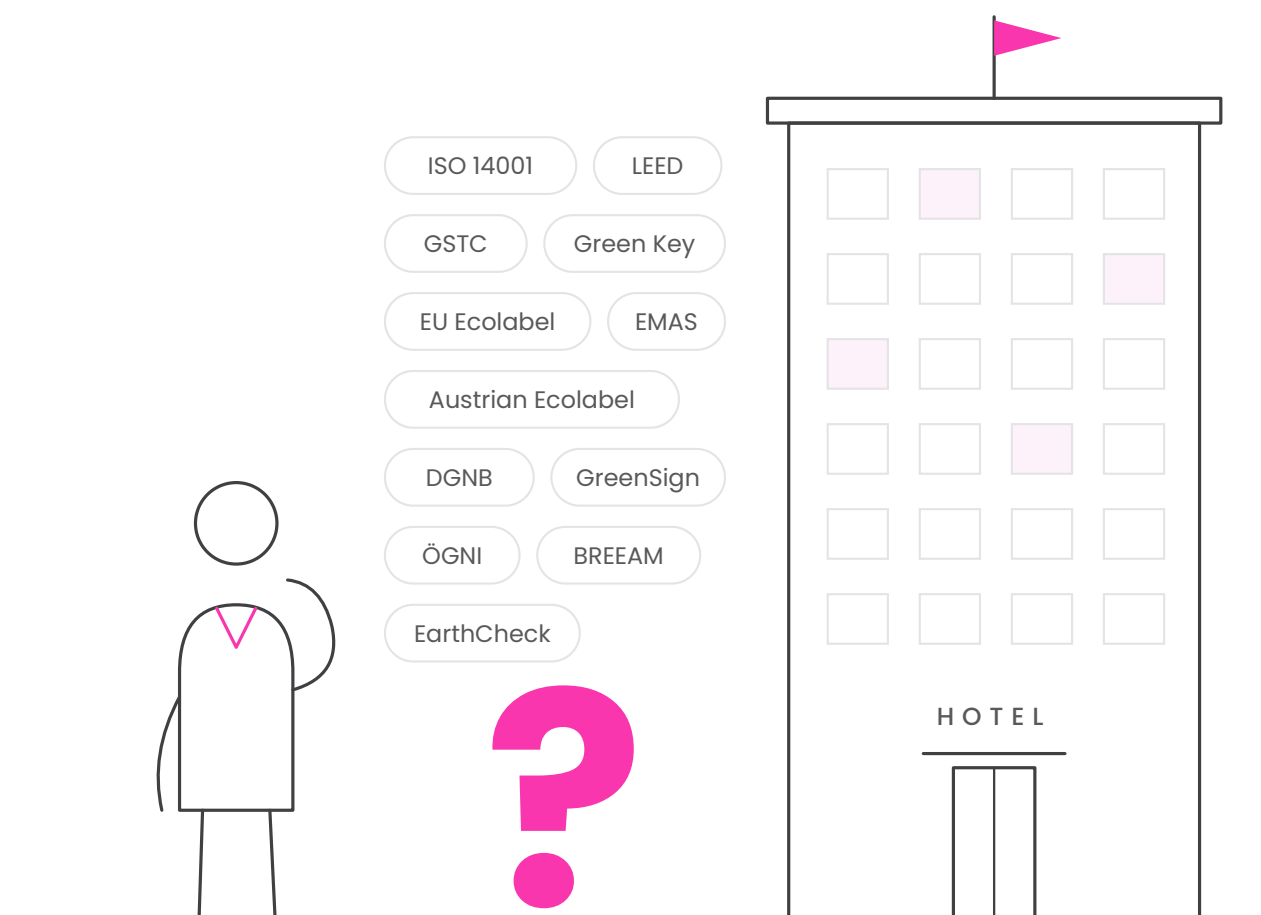


SUSTAINABILITY CERTIFICATION FOR YOUR HOTEL

Where do I start?



Different certifications do **different jobs**.

Start with what you need — not with the logo. A visual decision guide for hotel owners and managers.

Why do we need a certification?

Some reasons arrive from outside. Others you choose yourself. Either way, the reason is what tells you where to look — so write it down before you look at a single certification.

ASKED OF YOU



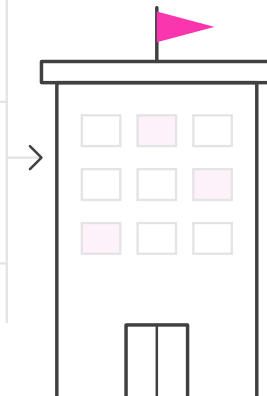
A corporate client, tour operator or a tender requires it



An owner, investor or lender asks for credible evidence



A market or platform expects a recognised certification



YOUR HOTEL

CHOSEN BY YOU



Manage sustainability systematically



Have what we do independently verified



Communicate credibly to guests and partners



Prepare data for later ESG reporting



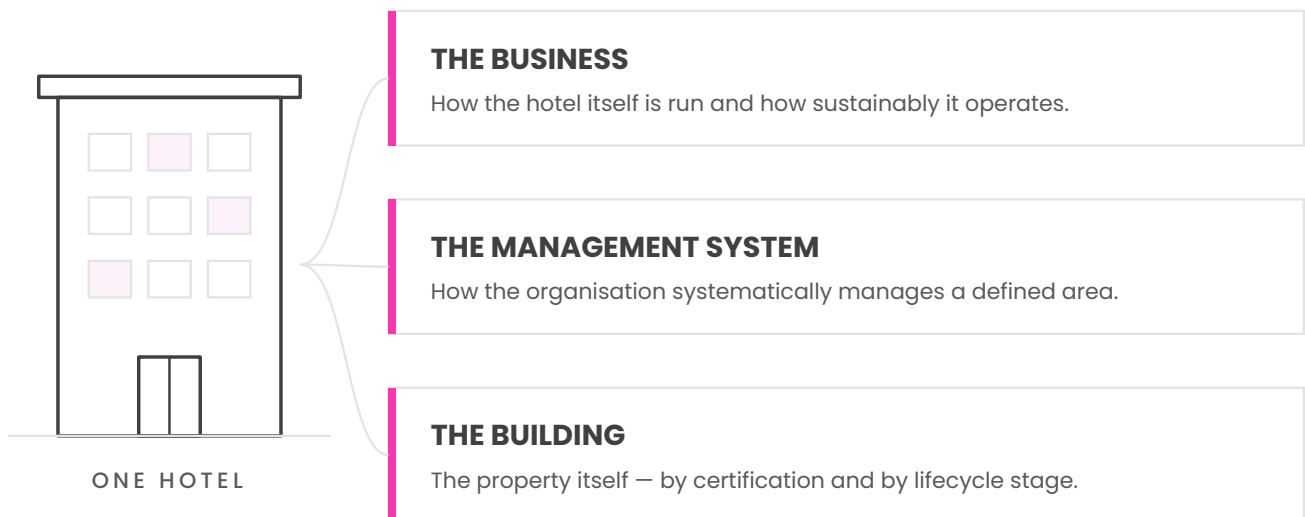
Reach a goal for the building or a renovation

The reason decides what to look for. Not the other way round.

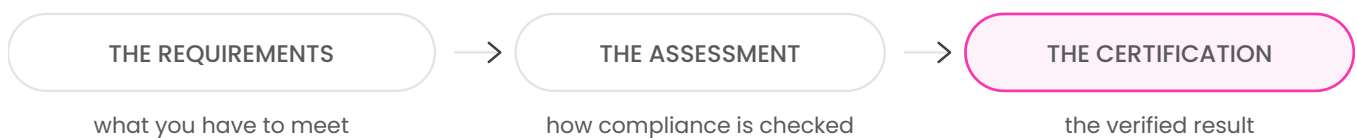
STEP 1 · WHAT ARE YOU LOOKING TO CERTIFY?

What am I actually choosing?

Certification can focus on different aspects of the same hotel. The three below are the usual starting points — they are not rigid boxes, and some certifications touch more than one.



THREE THINGS THAT ARE NOT INTERCHANGEABLE



A standard is not a certification. Certification is the result of an assessment against defined requirements.

STEP 2 · COMPARE THE RELEVANT CERTIFICATIONS

How do I choose between them?

Once you know what you are looking to certify, shortlist the certifications that apply. Then put them side by side and answer the same six questions for each one.

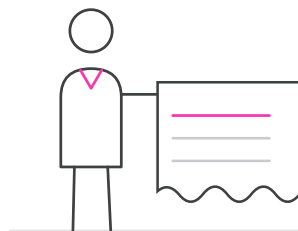
	CERTIFICATION 1	CERTIFICATION 2	CERTIFICATION 3
SCOPE What sustainability topics does it cover?			
REQUIREMENTS Does it require policies and processes, measured performance — or both?			
VERIFICATION How is compliance independently verified?			
RECOGNITION Is it recognised by the people or organisations that matter to us?			
DATA What will we have to measure and report?			
EFFORT What are the cost, workload and renewal requirements?			

No certification is the right fit on every dimension. Focus on the ones that follow from your reason.

Two certifications that look equally credible from the doorway can give completely different answers here.

What will it actually take?

Every hotel asks for the price first. The quoted certification price is the one number that is easy to get — and the least useful one on its own.



FEES

Application, audit, certification, annual and renewal fees. The part that arrives as an invoice.



PEOPLE

Somebody has to own the process, gather the evidence and keep it current.



TIME

Preparation, data, documentation, the audit itself — and the corrections after it.



CHANGES

What has to change in the hotel before you comply. Usually the real project.

AND IT SCALES WITH THE HOUSE

Small independent hotel

Internal time may be the biggest constraint.

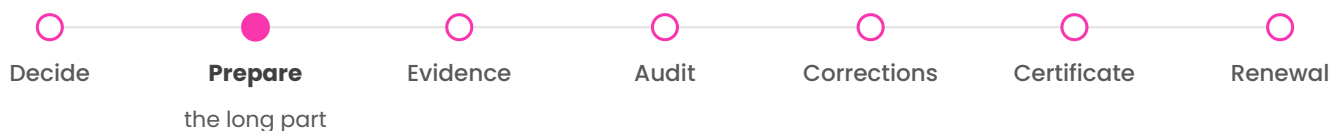
Larger hotel

Coordination across departments becomes part of the project.

Hotel group

Central templates and shared evidence can reduce duplication.

AND WHERE THE TIME ACTUALLY GOES



IN PRACTICE

A hotel budgets for the audit fee — and then finds it also needs meter readings nobody has been recording, a written waste concept, supplier information it has never asked for, and a briefing for every department. None of that appears in the quoted certification costs. The better news: much of that evidence already exists somewhere in the hotel, and much of the same evidence can support several certifications.

Only one of these four arrives as an invoice.

And the number of criteria alone tells you very little about the actual workload.

And what do I get from it?

Ask a hotelier and the honest answer is: bookings. Certification cannot promise that. What it can do is produce six things a hotel can actually use.



Independent verification

An external assessment verifies compliance against defined requirements.



A management framework

Structure, responsibilities and a review rhythm that outlive the audit.



Structured evidence and data

Preparing for certification usually forces a hotel to organise what it measures.



Support for credible communication

Claims with a certification, a scope and a date behind them, instead of adjectives.



Recognition, in some places

Some platforms, corporate clients and procurement processes ask for certification.



Data you may be able to reuse

Some certifications require performance data that can later support ESG reporting.

ON ESG REPORTING

Some certifications require performance data that can later support ESG reporting. If reporting is on your horizon, consider this when choosing — and compare what each certification actually makes you measure.

A certificate is not the goal. It should answer the reason you started with.

Six questions before you choose.



Take this page into the meeting and answer all six before anybody makes an enquiry. These answers shape the cost and the workload of the whole project. The questions are the same for a small independent hotel and for a group; only the answers change.



WHY do we need it?

The business reason, written down. Not the logo.



WHAT are we certifying?

The business, the management system, or the building.



WHAT scope and what requirements?

Which topics need to be covered — and does it require policies and processes, measured performance, or both?



WHO needs to accept it?

Guests, platforms, tour operators, corporate clients, owners, lenders.



WHAT will it take?

Fees, people, time, the changes before the audit — and the renewal cycle.



WHAT else can we use the data for?

Operations, evidence, client requests, and possibly ESG reporting.

Don't start with the logo. Start with the purpose.

This guide is written for hotels. The certifications differ for restaurants and cafés — the six questions do not.

HOLITRA

Holistic sustainability expertise for hospitality. We integrate strategy, operations, certification and reporting into one coherent management system for hotel organisations and tourism portfolios across Austria, the DACH region and wider Europe.

Sustainability is not a project. It is a management system.

CREDENTIALS

GSTC Auditor · ISO 14001 Lead Auditor · GRI Certified Sustainability Professional · LEED AP ID+C · WELL AP · ÖGNI Consultant · EU Ecolabel Consultant · Austrian Ecolabel Consultant

CONTACT

holitra.com · info@holitra.com · +43 650 9728841