

ENTRY GUIDE

# Positive Luxury AWARDS 2027

TRAVEL BUSINESS  
OF THE YEAR



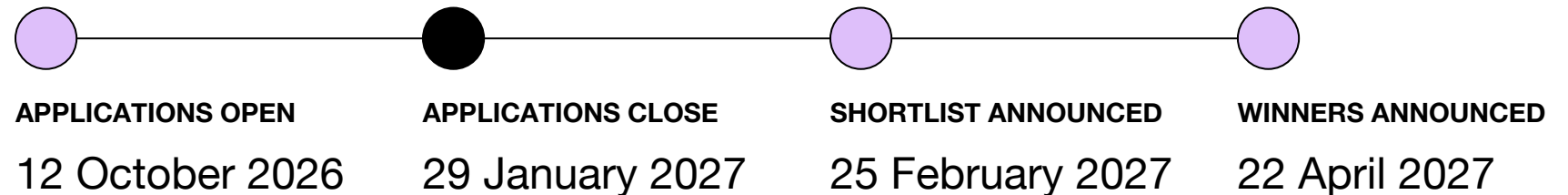
Celebrating Real Change.

## TRAVEL BUSINESS OF THE YEAR



This award celebrates the travel and hospitality company that integrates sustainable business practices leading to higher standards across the business.

### APPLICATION TIMELINE



For more information contact: **Natalie Worthington** [natalie.worthington@positiveluxury.com](mailto:natalie.worthington@positiveluxury.com)

## CATEGORY QUESTIONS & CRITERIA

Your application should answer each question in full. The criteria set out what the shortlisting committee and judges will assess your response against.

|    | CATEGORY QUESTIONS                                                                                                                                   | CRITERIA                                                                                                                                                                                                                                                      |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01 | What actions has your company taken in the last 12 months to lead real change within the luxury travel industry?                                     | <ul style="list-style-type: none"> <li>• Clear description of actions within the last 12 months and evidence illustrating the impact</li> </ul>                                                                                                               |
| 02 | Describe your company's approach to sustainable procurement, actions taken and the quantifiable impact in the last 12 month                          | <ul style="list-style-type: none"> <li>• Clear explanation of the approach to sustainable procurement</li> <li>• Qualitative and quantitative evidence of impact in the last 12 months</li> </ul>                                                             |
| 03 | Describe your company's environmental strategy, achievements and future targets? Please include your approach to climate, water and waste management | <ul style="list-style-type: none"> <li>• Clear explanation of the overall environmental strategy, achievements and targets</li> <li>• Detailed description of the approach to climate, water and waste management with evidence of positive impact</li> </ul> |
| 04 | Describe your company's social strategy. Please include your approach to people management and human rights & modern slavery                         | <ul style="list-style-type: none"> <li>• Clear explanation of the overall social strategy, achievements and targets</li> <li>• Detailed description of the approach to people management and human rights and modern slavery</li> </ul>                       |
| 05 | What plans do you have to meet higher and higher standards between now and 2030?                                                                     | <ul style="list-style-type: none"> <li>• Description of the company plans to continue achieving higher sustainability standards until 2030</li> <li>• Clear targets and measurements until 2030</li> </ul>                                                    |
| 06 | Outline how you have communicated your sustainability efforts over the past 12 months to your stakeholders                                           | <ul style="list-style-type: none"> <li>• Qualitative information on the sustainability communication strategy in the last 12 months for each stakeholder group</li> <li>• Evidence and examples showcasing the communication in action</li> </ul>             |

## SAMPLE APPLICATION RESPONSE

Previous shortlisted and winning applications have structured responses, addressing all aspects of the questions and criteria detailed. Here is a sample response.

*NB: this is a purely illustrative sample response, showing a best-practice structure and quantitative data. This structure does not guarantee your application will be shortlisted.*

**QUESTION** Outline how you have communicated your sustainability efforts over the past 12 months to your stakeholders

### SAMPLE RESPONSE

*Over the past 12 months we ran a structured communications programme across five stakeholder groups, each with distinct channels and measured engagement, rather than a single annual report..*

**Guests:** Introduced in-room and pre-arrival sustainability briefings across all 14 properties, viewed by 68% of guests (up from an estimated 15% under our previous static signage approach). Post-stay survey shows 74% of guests rate our sustainability communication as "clear and credible," up from 52% a year earlier.

**Employees:** Launched quarterly town halls dedicated to sustainability performance, with 91% staff attendance across all properties, plus a dedicated intranet dashboard tracking live progress against targets, used by 2,100 of our 2,400 employees in the last 12 months.

**Investors & board:** Moved from annual to quarterly ESG+ reporting to the Board, with performance data independently assured by [third-party auditor] for the first time in 2024. Investor briefing attendance on sustainability topics rose from 6 to 14 participating institutions.

**Suppliers:** Held 3 supplier sustainability summits in the last 12 months, engaging 210 suppliers (representing 82% of procurement spend), up from one summit and 90 suppliers the year prior. Supplier scorecard results are now shared directly and individually with each of our top 50 suppliers by spend.

**Local communities & public:** Published our first standalone, plain-language sustainability report (not embedded in the annual report), downloaded 8,400 times in its first quarter. Ran 6 open community briefings across resort locations, reaching approximately 900 local residents, and increased sustainability-related media coverage from 12 to 41 articles, with a 78% positive or neutral sentiment rating.

## APPLICATION CHECKLIST

Before you submit, check your application against the following.

|                                                                                     |                             |                                                                                                                                                                                                                                              |
|-------------------------------------------------------------------------------------|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <b>Company information</b>  | Have you provided responses to all the contextual company information questions?                                                                                                                                                             |
|    | <b>ESG action</b>           | Do your responses clearly demonstrate actions across all areas detailed in Environment, Social and Governance?                                                                                                                               |
|    | <b>Highlighted areas</b>    | Have you addressed the specific areas detailed in the application criteria?                                                                                                                                                                  |
|    | <b>Evidence-based</b>       | Entries must be supported by verifiable data, documentation or third-party evidence – claims without evidence are not accepted.                                                                                                              |
|  | <b>Supporting documents</b> | Confirm the supporting documentation and evidence has successfully uploaded to the assessment portal. If not, please email documents to <a href="mailto:natalie.worthington@positiveluxury.com">natalie.worthington@positiveluxury.com</a> . |

# We look forward to receiving your application.

If you have any questions or need assistance with your application, please contact Natalie Worthington on [natalie.worthington@positiveluxury.com](mailto:natalie.worthington@positiveluxury.com)

## ABOUT POSITIVE LUXURY

Since 2011, Positive Luxury have blended technical ESG expertise with luxury industry experience, empowering over 140 luxury brands, retailers and suppliers with impactful ESG solutions that optimise long-term profitability and sustainable growth. Through consultancy services, ESG+ assessment, Butterfly Mark certification and the new Good Supplier Programme, its team of experts give unrivalled support, helping companies across the globe meet higher and higher standards for people, nature and business.

If you'd like to find out how our comprehensive sustainability services can unlock value for you, contact our team on [hello@positiveluxury.com](mailto:hello@positiveluxury.com).

- ✓ Fast-track sustainability
- ✓ Prepare for legislative shifts
- ✓ Communicate with credibility
- ✓ Future-proof your business

[www.positiveluxury.com](http://www.positiveluxury.com)