

PREFERRED
TRAVEL
GROUPSM

CLIMATE ACTION PLAN

DECEMBER 2024



01

INTRODUCTION

INTRODUCTION

A MESSAGE FROM OUR CEO

*Our Preferred Travel Group ideology begins with a simple yet powerful phrase: **We believe in travel.***



LINDSEY UEBERROTH
CEO

This belief resonates deeply with our organization and with me personally. Throughout my life, I have seen how travel builds bridges, connecting people across cultures and offering transformative experiences that spark lasting change.

With the privilege of traveling the world comes responsibility. Over the past several years, I have strengthened my resolve to help make travel a force for good; understanding that while tourism can bring countless benefits to travelers, destinations and communities, it also contributes to urgent challenges facing our planet, including climate change. Confronting these realities has emphasized

the essential role the travel industry must play in creating and supporting climate solutions. My perspective on climate action has evolved significantly, and working with partners like the Travel Foundation has illuminated both the opportunities and responsibilities we hold as leaders in our industry. Moving forward, climate action is more than a commitment; it is a journey I am wholeheartedly invested in, alongside our entire company.

Preferred Travel Group signed the Glasgow Declaration on Climate Action in Tourism as a key step in this journey. With the publication of this plan, we are firmly planting our stake in the ground, demonstrating our pledge to do better and to create meaningful, enduring, positive impact through our business.

We recognize that we do not have all the answers. However, we are devoted to learning, making necessary changes, and educating ourselves and others. In addition to prioritizing climate action within our own company, in the years ahead we also plan to leverage our sphere of influence to share knowledge,

foster community, and scale collective progress. This Climate Action Plan emphasizes collaboration as we strive to become a catalyst for change within the industry, inspiring and empowering others to join this critical journey. In these pages, we outline how we will integrate our climate commitment at every level of our organization – starting with my family and me, extending to all our associates, and beyond. Together, we are proud to lead by example, refining our approaches and making a lasting and meaningful difference.

We are at a pivotal moment in history and must tackle these challenges head-on. I believe that the travel industry can and must play a positive role in helping to protect our planet and its inhabitants for generations to come. While there are no easy solutions, and it will not happen overnight, we will learn, grow, share, and stay curious – guided by our vision to make travel a force for good.

Proudly Preferred,

Introduction to the

CLIMATE ACTION PLAN

This Climate Action Plan marks a significant step in the Preferred Travel Group journey toward a more sustainable future. Guided by our commitment as signatories of the Glasgow Declaration on Climate Action in Tourism, this plan serves as both a call to action and a strategic blueprint for redefining our company's role in addressing the climate crisis. As tourism contributes an estimated 8 to 11% of global GHG emissions*, we find ourselves at an important juncture, with the responsibility and opportunity to lead by example.

This plan outlines actionable steps designed to halve our carbon emissions by 2030 and achieve Net Zero as soon as possible,

Addressing climate change is both a responsibility and an opportunity to collaborate with others to create a more sustainable and equitable future.

and no later than 2050. Each of these targets is aligned with the five pathways of the Glasgow Declaration: Measure, Decarbonize, Regenerate, Collaborate, and Finance. This approach integrates climate action into our Preferred Travel Group corporate strategy, ensuring it becomes a core component of our business decisions and a lens through which we measure success. Our commitment to transparency and accountability means we will regularly report on our progress toward these climate goals.

With this Climate Action Plan, we are taking meaningful steps toward positive change and hope to inspire others in our industry to do the same. This living document will evolve with milestones achieved and lessons learned, reflecting our dedication to continuous growth, education, and evaluation. We're dedicated to broadening our impact beyond our own actions by leveraging our resources, insights, and partnerships. Collaboration will also be central to our success as we share knowledge and do our part to drive industry-wide transformation.

Our journey begins with us. By fostering a culture of awareness and engagement at every level of Preferred Travel Group, we empower each associate to be an active participant in our Climate Action Plan. This commitment spans the entire organization, reflecting our belief that meaningful change begins from within and that, together, we can champion a brighter, more sustainable future for the travel industry.

* Lenzen, M., Sun, YY., Faturay, F. et al. (2018). The carbon footprint of global tourism. Nature Climate Change 8, p. 522–528. <https://doi.org/10.1038/s41558-018-0141-x>
Skift Research (2021). Sustainability in Travel 2021: Quantifying Tourism Emissions for Destinations. <https://research.skift.com/report/sustainability-in-travel-2021-quantifying-tourism-emissions-for-destinations/>

ABOUT US

WE *believe* IN *travel.*

WE ARE *committed listeners* AND THE
deliberate storytellers IN HOSPITALITY.

We care. WE NURTURE *independence*
AND *celebrate* INDIVIDUALITY.

FAMILY VALUES *inspire* US.

WE BELIEVE *change* CREATES *opportunity.*

WE ENGINEER *potential,* FOSTER *trust,*
AND CO-CREATE *brighter futures.*

WE ARE *forever* CURIOUS.

WE BELIEVE THE BUSINESS OF
hospitality IS *borderless.*

WE ARE *Proudly Preferred.*



BRANDS AND PROGRAMS



Preferred Travel Group

Owned and operated by the Ueberroth Family, Preferred Travel Group is the parent company of brands and programs such as Preferred Hotels & Resorts, Beyond Green, Historic Hotels of America, Historic Hotels Worldwide, PTG Consulting, and Beyond Green Travel, representing more than 1,100 hotels, resorts, and residences across 90 countries, in addition to a global portfolio of destination marketing organizations and tourist boards.

With more than 350 seasoned travel professionals situated across 35 locations worldwide, the company connects independent hotels, hospitality companies, and destinations to key markets worldwide through strategic branding, sales, integrated marketing, revenue management, distribution services, and other consultancy services.

Fueled by its brand promise, *Believe in Travel*, the company and its hotel and travel brands champion an unwavering belief in the transformative power of travel and its ability to enrich lives, inspire a greater respect for the planet, and expand hearts and minds to other cultures and ways of living.



Preferred Hotels & Resorts

Preferred Hotels & Resorts is the cornerstone brand of Preferred Travel Group, founded in 1968 by independent hoteliers to preserve the individuality and sense of place that independent hotels provide to discerning travelers.

Today, it is the world's largest independent hotel brand, representing more than 600 distinctive hotels, resorts, residences, and unique hotel groups across 80 countries. Through its curated global collections, Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their life and style preferences for each occasion.

Every property within the portfolio maintains the high-quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. The I Prefer™ Hotel Rewards program, Preferred Residences™, Preferred Pride™, and Preferred Golf™ offer valuable benefits for travelers seeking a unique experience.



Beyond Green

Guided by a passion to embrace travel as a force for good, Beyond Green is a global portfolio of some of the planet's most sustainable accommodations and an integral part of Preferred Travel Group.

The brand connects travelers with properties committed to the three pillars of sustainable tourism: environmentally friendly practices that go beyond the basics, the protection of natural and cultural heritage, and the enhancement of social and economic well-being in local communities. Each member undergoes rigorous vetting against over 50 sustainability indicators aligned with global best practices and the United Nations Sustainable Development Goals (SDGs).

Beyond Green also has a sister sustainability consulting division. For over 20 years, the consultancy has empowered destinations, hotels, and travel companies to create lasting positive impact while engaging travelers seeking meaningful experiences.

BRANDS AND PROGRAMS



Historic Hotels Worldwide

Historic Hotels Worldwide® is a prestigious and distinctive collection of historic treasures within Preferred Travel Group, including luxury historic hotels built in former castles, chateaus, palaces, academies, haciendas, villas, monasteries, and other historic lodging spanning ten centuries. Historic Hotels Worldwide represents the finest and most distinctive global collection of more than 320 historic hotels in more than 46 countries.

Hotels inducted into Historic Hotels Worldwide are authentic historic treasures, demonstrate historic preservation, and celebrate historic significance. Eligibility for induction into Historic Hotels Worldwide is limited to those distinctive historic hotels that adhere to the following criteria: minimum age for the building is 75 years or older; historically relevant as a significant location with a historic district, historically significant landmark, place of a historic event, former home of a famous person, or historic city center; hotel celebrates its history by showcasing memorabilia, artwork, photography, and other examples of its historic significance; recognized by national preservation or heritage buildings organization or located within UNESCO World Heritage Site; and presently used as historic hotel.



Historic Hotels of America

A part of Preferred Travel Group, Historic Hotels of America® is the official program of the National Trust for Historic Preservation for recognizing, celebrating, and promoting the finest historic hotels in the United States of America.

To be nominated and selected for membership in this prestigious program, a hotel must be at least 50 years old; designated by the U.S. Secretary of the Interior as a National Historic Landmark or listed in or eligible for listing in the National Register of Historic Places; and recognized as having historical significance. Of the more than 300 historic hotels inducted into Historic Hotels of America from 44 states, the District of Columbia, the U.S. Virgin Islands, and Puerto Rico, all historic hotels faithfully preserve their sense of authenticity, sense of place, and architectural integrity.



PTG Consulting

As part of the Preferred Travel Group family, PTG Consulting is an award-winning strategic partner for the tourism and hospitality industry's most dynamic brands, destinations, and independent hotels. Through our global network of experts, PTG Consulting delivers custom-tailored, integrated solutions that inspire, engage, and convert.

PTG Consulting's connections to travel trade decision-makers, industry influencers, media, and travelers carry weight, and the Preferred name affords us deep influence and resources worldwide.



Number of brand and program member hotels: Over 1,100 (*locations noted in brown*)

Number of associates: 350+ operating out of 35 locations worldwide

Preferred Travel Group offices: 





02

PROCESS

OUR CLIMATE ACTION JOURNEY

2021

Our journey to making travel a force for good gained significant momentum in 2021 with the **launch of Beyond Green**, a brand rooted in sustainability leadership and built on the pillars of Nature, Culture, and Community. This marked a pivotal step in the company's commitment to amplifying its positive impact and advancing toward a more sustainable future.

2022

In September 2022, we advanced on this journey by **signing the Glasgow Declaration on Climate Action in Tourism**, thereby committing to its ambitious climate targets. Shortly after, the company **established a strategic partnership with the Travel Foundation**, a leading sustainable tourism NGO and co-author of the Glasgow Declaration, to align our actions with efforts to accelerate climate action within the global travel and tourism industry.

2023

In 2023, we continued to strengthen the company's internal foundation for climate action success by **engaging its executive team in specialized training**. These sessions aimed to equip leadership with the skills and climate literacy required to drive impactful change. Additionally, **we engaged ecollective**, a UK-based carbon consultancy, to **complete its Baseline Emissions Inventory** for 2023; a crucial step in understanding our current carbon footprint and identifying key areas for reduction and improvement. This inventory laid the groundwork for targeted climate action and identified opportunities for systems and data improvement.

2024

In 2024, we hosted internal climate action workshops and formed both an executive **Climate Steering Committee** and a **Climate Action Task Force to facilitate engagement and feedback** from a wide range of associates and decision-makers. These groups bring leaders from across the organization together to align climate initiatives with company objectives while fostering a company culture around climate action. Additionally, PTG published its Climate Action Plan in 2024, outlining the steps and strategies that will guide our climate efforts moving forward.

2025

With these foundational elements in place, we remain committed and well positioned to advance on this journey. In 2025, we will be focusing on **implementing our Climate Action Plan** and engaging stakeholders at all levels to create meaningful impact both within the organization and across the industry in the years ahead.



Our Climate Action

PLANNING PROCESS

In developing this Climate Action Plan, PTG adopted a structured and iterative approach, working closely with experts from ecollective and the Travel Foundation. The process was grounded in data analysis and continuous input from our internal stakeholders, ensuring that the Climate Action Plan is comprehensive, cross-functional, and feasible within our operational scope. The plan has been designed to align our actions with global best practices and scientific targets, while building toward scalable, industry-wide collaboration to maximize positive impact.



STEP 1

Baseline Emissions Inventory and Situation Analysis

The process began with a baseline emissions inventory completed by UK-based consultancy ecollective. Using data provided by PTG associates, ecollective quantified our greenhouse gas (GHG) emissions across Scopes 1, 2, and 3* and provided recommendations for actions to support decarbonization.

At the same time, a situation analysis was conducted by the Travel Foundation. This involved interviews with PTG associates and an examination of key internal documents to understand operational practices and existing policies. The analysis also gathered associate feedback on potential opportunities and challenges in integrating climate action throughout the organization, while looking ahead to expanding these efforts to our larger stakeholder network in the coming years.

This dual analysis provided a detailed picture of our current climate impact.

STEP 2

Development of Objectives Aligned with Key Climate Frameworks

Using the baseline emissions inventory results and associate insights, we established a set of objectives leading to 2030 that outline the strategic direction of PTG's climate action plan.

These objectives were designed based on three guiding frameworks:

- **Paris Agreement Alignment:** Our climate goals support global efforts to limit temperature rise to well below 2°C, with an aspirational target of 1.5°C. This involves achieving a 50% reduction in emissions by 2030 and Net Zero by 2050.
- **Five Pathways of the Glasgow Declaration:** Objectives were structured according to the five pathways of the Glasgow Declaration — Measure, Decarbonize, Regenerate, Collaborate, and Finance — to ensure a balanced, multi-faceted approach to climate action.
- **Internal Operations and Sphere of Influence:** Each objective was tailored to focus on key emissions sources and activities directly under our control, targeting areas where we can maximize meaningful impact. The objectives also connect to our sphere of influence with its member hotels, suppliers and the broader tourism industry.

After defining the initial objectives across these three frameworks, we refined and consolidated them into key objectives that address the full spectrum of PTG's operations. These objectives form the strategic foundation of this Climate Action Plan. See Appendix 2 for the list of objectives.

*See page 15 for Scope definitions

Our Climate Action

PLANNING PROCESS

STEP 3

Identification of Actions to Support Each Objective

With the objectives set, the next step was to identify specific actions to help achieve each objective. Actions are the tangible activities that PTG can implement to achieve the broader objectives. For example:

- **Objective Example:** "Establish a strategy and systems for tracking absolute emissions across all emission sources."
 - **Action Example:** "Improve systems to better track business travel emissions."

This structured approach ensures that each objective has practical steps to make it achievable within our operational context.



STEP 4

Prioritization Framework for Actions

Recognizing that resources and capacity may limit the ability to implement all actions simultaneously, the Travel Foundation developed a prioritization framework to rank each action based on the following key criteria. Actions were scored on a binary scale (Yes = 1, No/Unclear = 0) across these collectively agreed upon criteria:

1. **Cost & Savings:** Assessed whether the solution is financially viable within our budget, considering upfront capital costs, operational costs over 1 to 5 years, long-term savings, economies of scale, and potential revenue generation.
2. **Timeframe for Implementation:** Focused on the feasibility of implementing the solution within one year (2025), including availability of necessary infrastructure, resources, expertise, and the likelihood of immediate benefits.
3. **Emissions Reduction Potential:** Measured the estimated GHG reduction impact, prioritizing actions that target the largest emission sources (business travel and events/conferences) and multiple Scope 3 categories. Emissions reduction potential was weighted more heavily than the other criteria to support our decarbonization efforts.
4. **Ease of Use and Implementation:** Evaluated the action's usability, minimal training requirements, potential for internal piloting, minimal ongoing support, quick evaluation, and low specialized knowledge requirements.
5. **Staff Engagement:** Considered the potential for associate engagement, educational resources, encouragement of climate-friendly behavior, and mechanisms for sharing success stories.

Executive leadership and the Climate Steering Committee reviewed the proposed actions and impact scores, providing feedback on whether the actions align with business goals and would be feasible within company operations in 2025.

The Travel Foundation also supported the identification of specific opportunities to influence and inspire our wider network of member hotels and other stakeholders and will continue to advise on opportunities to scale this impact.

03

PROGRESS



2023 BASELINE EMISSIONS OVERVIEW

Our 2023 greenhouse gas (GHG) Baseline Emissions Inventory provides a comprehensive assessment of our emissions across Scopes 1, 2 and 3. This baseline is the level against which future emissions will be compared to monitor our success in reducing company emissions over time.

The reporting period was from January 1 to December 31, 2023 and the organizational boundary was defined as internal PTG operations, which does not include the emissions of our member hotels. The carbon footprint for our operations in 2023 totaled 3,537,365 kgCO₂e.

INVENTORY BOUNDARY:

- **Scope 1 (Direct Emissions)**
 - *Refrigerants in offices*
- **Scope 2 (Indirect Emissions)**
 - *Purchased electricity in offices*
- **Scope 3 (Indirect Emissions)**
 - *Business travel*
 - *Events*
 - *Websites*
 - *Shipping*
 - *Printed promotional material*
 - *Major purchased goods*
 - *Waste generated in offices*
 - *Water*
 - *Employee commuting*
 - *Work from home*
 - *Fuel- and energy-related activities (not included in scope 1 or scope 2)*
- **Scope 3 Exclusions**
 - *External attendee travel to events and overnight accommodation, outside of PTG associates*
 - *Investments*
 - *Capital goods*

METHODOLOGY LIMITATIONS

2023 marked the first year that PTG has undergone a GHG emissions measurement process, using the data we had available at the time. No carbon footprint is ever 100% accurate, and year on year we will collect better data and improve our calculations.

The methodology used for emissions calculations involved applying a 15% buffer for both office and event emissions sources. For website emissions, there was some uncertainty around emissions reporting from Amazon Web Services (AWS) and whether Azure is currently running on renewable energy. The emissions attributed to our websites are likely to change in the years ahead as the methodology for digital emissions improves.

Office waste data relied on an assumption that 50% of waste is recycled across all locations, and both waste and water consumption figures were constrained by the primary data available.

For events, limitations in utility data led to the categorization of event venues into three general categories – Average US, Average UK, and Average World venues – rather than more precise country-specific categorizations. We also assumed that 100% of event attendees were domestic to the host country of the event, with the exception of the Preferred Global Conference, where we assumed 10% of attendees were domestic and 90% were travelling internationally. Additionally, the average distance traveled by event attendees by ground transportation was assumed to be 30 kilometers in a large, gasoline-powered car, which may not reflect actual travel patterns.

Our next emissions inventory results and Climate Action Plan update will be published in 2026 – based on 2025 data – and we commit to annual emissions measurement in 2025 and beyond. We will spend 2025 focusing on establishing better internal tracking and systems to improve data accuracy.



2023 BASELINE EMISSIONS OVERVIEW

EMISSIONS PROFILE

Scope 1 = 0.25%

- 8,980 kgCO₂e

Scope 2 = 5.27%

- 186,524 kgCO₂e

Scope 3 = 94.47%

- 3,341,861 kgCO₂e

TOTAL = 3,537,365 kgCO₂e

SCOPE DEFINITIONS:

Scope 1 Emissions:

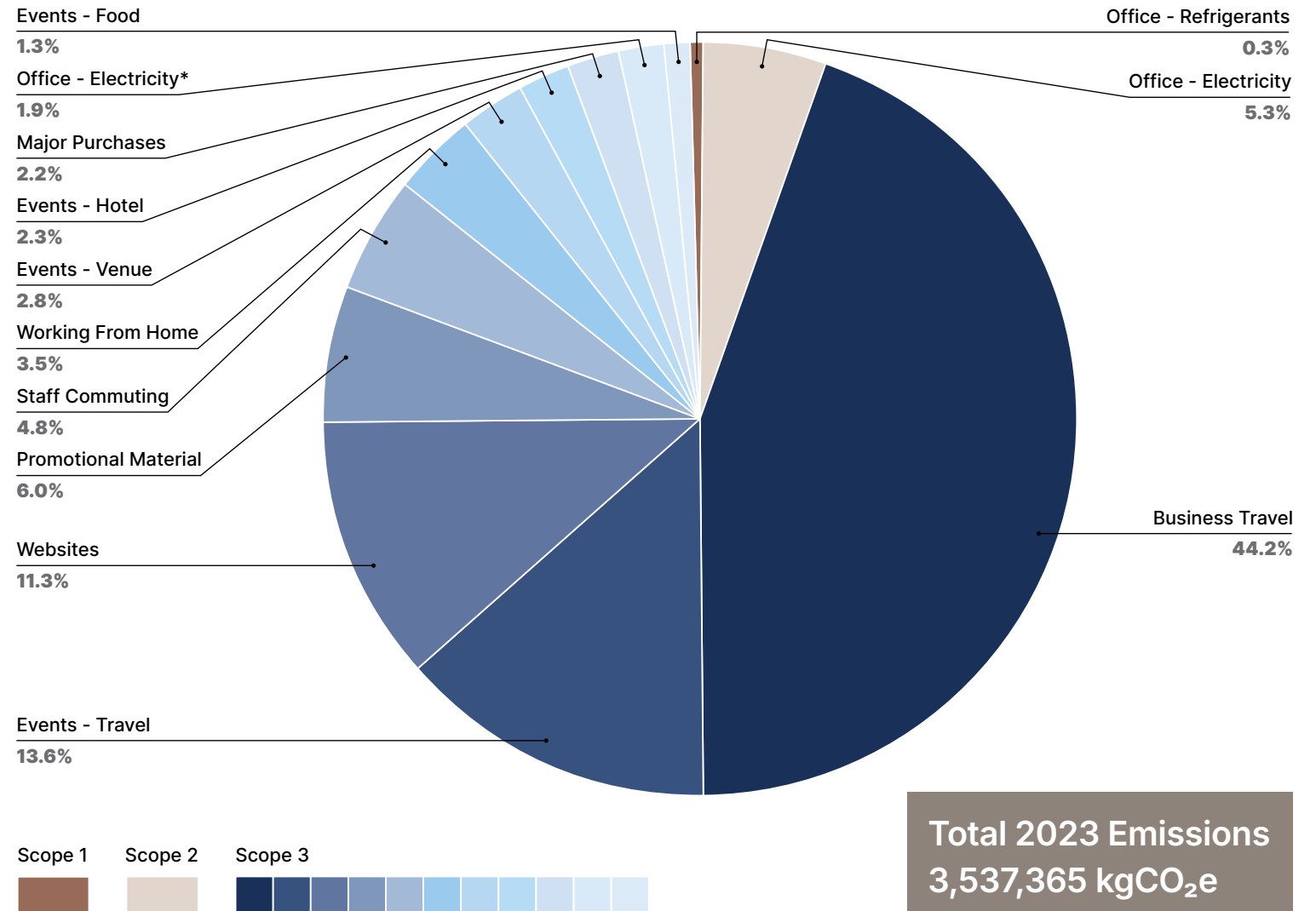
Direct GHG emissions from sources that a company owns or controls.

Scope 2 Emissions:

Indirect GHG emissions from the generation of purchased electricity, heating, or cooling that the company consumes.

Scope 3 Emissions:

All other indirect GHG emissions that occur across a company's value chain (upstream and downstream) but are not directly controlled by the company.



Total 2023 Emissions
3,537,365 kgCO₂e

*Indirect emissions associated with the production, transmission, and delivery of purchased electricity, which are not accounted for in Scope 2.



04

ACTION



CLIMATE TARGETS

Given that PTG does not own or operate its member hotels and resorts, we have opted to focus on decarbonizing our internal operations first before expanding these efforts to our global network of stakeholders.

We are targeting a reduction of our absolute greenhouse emissions of 50% by 2030 from our 2023 baseline. This target covers our Scope 1 and 2 emissions and material Scope 3 emission sources. Aligning with the Glasgow Declaration, we also have a target to achieve Net Zero by no later than 2050.

In addition to our emissions reduction targets, we have other internal commitments around associate engagement in climate action and climate literacy training, highlighted in the objectives and actions in the next section.

ABSOLUTE GREENHOUSE EMISSIONS

↓ 50%

BY 2030 FROM OUR 2023 BASELINE

TARGETING

NET ZERO

BY NO LATER THAN 2050

2025 ACTIONS

We have identified several key operational initiatives for 2025, focusing on enhancing tracking systems and refining travel and event policies. These initiatives aim to strengthen the organization's readiness for future emissions measurement and pave the way for more effective implementation in the years ahead.

The Glasgow Declaration on Climate Action in Tourism outlines five key pathways to accelerate and coordinate climate action across the industry – **Measure, Decarbonize, Regenerate, Collaborate,** and **Finance**. These pathways serve as a framework for tourism stakeholders to reduce their environmental footprint, promote responsible growth, and accelerate the transition to a low-carbon economy.

1. **Measure** emphasizes the importance of accurately assessing environmental impacts through data collection and monitoring, enabling businesses to understand and track their emissions, resource use, and overall sustainability performance.
2. **Decarbonize** calls for the adoption of strategies and technologies that reduce greenhouse gas emissions across all sectors of tourism, from transportation to accommodation, in order to meet global climate goals.
3. **Regenerate** advocates for actions that not only minimize harm but actively restore and regenerate ecosystems, promoting biodiversity and ensuring that tourism benefits both people and the planet.
4. **Collaborate** stresses the need for collective action, encouraging businesses, government, and communities to work together in pursuit of common sustainability objectives.
5. **Finance** recognizes that funding is crucial to driving transformation, urging investment in green infrastructure and sustainable practices.



2025 ACTIONS

The following table presents our top 2025 climate actions, categorized by pathway and prioritized based on their overall impact score, as approved by the Climate Steering Committee.

Glasgow Declaration Pathway	Action
Measure	Develop/improve systems to track business travel
	Develop/improve systems to track events
	Establish system for internal quarterly tracking of emissions
Decarbonize	Create Net Zero event guidelines (including criteria for vetting partners)
	Provide and/or utilize live-stream options or recordings to supplement conferences
	Create a process to assess the ROI for a business trip and the number of associates required to attend
	Educate PTG associates on office energy efficiency measures
	Educate PTG associates on best practices for food waste reduction and plant-rich menus
Regenerate	Expand the existing GIFTTS (Great Initiatives for Today's and Tomorrow's Society) philanthropic program to include support for ecosystem restoration/conservation projects
Collaborate	Identify opportunities to expand existing preferred vendor program to include more climate-friendly options for member hotels
Finance	Explore expanding impact investments to climate action/environmental sustainability
	Ensure sufficient funding for low carbon alternatives (e.g. supporting business travel by rail, which can be more expensive than flying)
	Earmark climate action implementation funds (for internal use) for 2025
	Develop an annual financial strategy that aligns PTG's budget with its climate action goals

For further detail, please refer to the Appendix 2 for our full list of actions planned for 2025.





NEXT STEPS

The publication of Preferred Travel Group's inaugural Climate Action Plan positions the company to drive meaningful climate impact in the years ahead.

We will begin by developing a comprehensive internal implementation plan, defining metrics and key performance indicators (KPIs), and establishing a budget to support these initiatives. Improving emissions and impact tracking systems, especially for business travel and events, will also be a priority, as this represents a significant proportion of our Scope 3 emissions.

As a living document, our Climate Action Plan will evolve with our company's progress, guided by the insights we gain along this journey. We commit to transparently report on this progress and provide updates that reflect our achievements while adjusting for new targets or challenges. 2025 will be a year focused on setting up systems and beginning implementation of the Climate Action Plan, and we expect to release the next iteration of our Climate Action Plan in 2026, following an emissions measurement process for 2025.

Ongoing associate education and training will also be critical to fostering our culture of climate action at all levels of PTG. We will provide resources and workshops for all associates, enabling them to improve their climate literacy and incorporate climate-conscious practices into their roles. We will also continue engaging our internal Climate Steering Committee and Climate Task Force to help guide our journey and encourage associates to generate new ideas and take ownership of climate initiatives.

These next steps lay the foundation for lasting impact, positioning Preferred Travel Group as a leader on the path toward a lower-carbon future.

LEVERAGING OUR SPHERE OF INFLUENCE

The climate actions laid out in this report represent our top internal priorities for 2025, underscoring our commitment to ‘walking the walk’ on this leadership journey. As we plan for the future, we also recognize that we have an opportunity to maximize our positive impact by catalyzing our wider network of global stakeholders to engage in meaningful climate action. Below are our larger objectives and guiding lights in pursuit of this goal, which will be further developed in 2025 and beyond.

STAKEHOLDER EDUCATION & ENGAGEMENT

Building upon the climate action training and capacity development for PTG executives and associates over the past two years, we will identify ways to expand educational sessions and relevant services to our larger network – including member hotels, clients, partners and travelers. We will explore ways to more deeply integrate climate action awareness and best practice sharing into our global events, client services, and company programs in order to inspire a wider audience and catalyze collective efforts. We will also open channels of communication that allow for increased dialogue around climate action goals, challenges, and achievements that allow us to further refine and build upon these efforts in a pragmatic and impactful manner.

STRATEGIC PARTNERSHIPS

Recognizing that meaningful change is not achieved in silos, and that scaling climate action requires industry-wide collaboration, PTG is committed to curating strategic partnerships that expand our alignment with like-minded organizations and support our company’s wider climate goals. Our ongoing partnership with the Travel Foundation has set a strong precedent for what such partnerships can achieve, and in 2025 we will build off this foundation by identifying additional partners that can help scale the scope and reach of our impact. Some internal examples may include expanding our Alliance Partner program to include more climate action and sustainability services, and also evolving our philanthropic GIFTTS (Great Initiatives for Today’s and Tomorrow’s Society) program to recognize a wider range of initiatives of our hotel partners. Another company priority will be identifying strategic opportunities to collaboratively engage in climate solutions on the ground; for example through ecosystem regeneration, nascent technologies, and community resilience and adaptation.

THOUGHT LEADERSHIP

To supplement the above efforts, PTG is also committed to participating in, and supporting, thought leadership around climate action and sustainability within our industry in the years ahead. 2024 marked the first year that the United Nations annual climate change conference (COP29) included a thematic day focused on tourism, helping to spotlight our sector’s important role in achieving wider climate targets. In addition to participating in this landmark program, PTG will continue to identify opportunities to engage in thought leadership around climate action, including through global events, support for industry research, and promotion of best practices and underrepresented topics, including the need to integrate a climate justice lens into planning and decision making.



05

CONCLUSION





Committing to Climate Action Today

FOR A SUSTAINABLE FUTURE

At Preferred Travel Group, we recognize that addressing climate change is both an urgent responsibility and a profound opportunity to contribute to a more sustainable future. As we begin to implement this Climate Action Plan, our goal is to significantly reduce the carbon footprint of our internal operations while fostering a culture of climate action that permeates every level of our organization and extends beyond.

As an industry leader, we are committed to 'walking the walk' in driving necessary change within the travel sector. We also understand that true transformation and lasting impact requires more than internal efforts; it calls for collaboration and coordinated action – which is why we will be inviting our member hotels, clients, partners, suppliers and guests to join these efforts in the years ahead.

Our belief in travel has never been stronger, which is why we are actively investing in climate action to help create a more sustainable and equitable future for our industry and planet alike.

True transformation and lasting impact requires more than internal efforts; it calls for collaboration and coordinated action.

INTERESTED IN
LEARNING MORE?

Visit our page on

[LinkedIn](#)





ACKNOWLEDGEMENTS



PREFERRED TRAVEL GROUP EXTENDS HEARTFELT GRATITUDE TO OUR VALUED PARTNERS AND ASSOCIATES who have played an essential role in the development of this Climate Action Plan, which is the result of a collective commitment to sustainability and a desire to generate meaningful impact.



We are immensely grateful to the **Travel Foundation** for their guidance and thought leadership over the past two years. Their insights have been instrumental in shaping a Climate Action Plan that reflects industry best practices, considering both our internal operations and the broader impact PTG can have on its members and the global travel and tourism community.



We would also like to express our sincere appreciation to **ecollective** for conducting our baseline emissions inventory. Their expertise in emissions analysis has provided us with an initial foundation to understand our current carbon footprint and begin our journey to Net Zero.

This Climate Action Plan could not have come together without **Adventure Creative**, and we thank them for their innovative visual storytelling and for helping us to share our climate action story in a way that captivates the reader.

Lastly, we want to recognize the invaluable contributions of our **internal associates**, including Nina Boys and Bob Van Ness, along with members from the communications team, Climate Steering Committee and Climate Action Task Force. Their leadership, engagement, and commitment have been instrumental in fostering a culture of climate action across the organization. We greatly appreciate their efforts and the vital feedback they've provided to get us here today.

This collaboration has enabled the creation of a Climate Action Plan that will help drive positive change and serves as an important extension of our Believe in Travel ideology. As we look toward the future, we know that together we can co-create a brighter future one step at a time.

06

APPENDIX



Appendix 1:

EMISSIONS INVENTORY METHODOLOGY

The methodology underpinning PTG's baseline emissions inventory was developed by ecollective in alignment with the guidelines defined in The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard, Revised Edition (The GHG Protocol, www.ghgprotocol.org).

Our emissions calculations encompass all significant business activities and we have accounted for 100% of emissions from operations over which PTG has operational control.

For Scope 2 emissions, we have followed the market-based method. When good quality data has not been available, we have used location-based information as a proxy for the market-based method.

Office and Remote Work: Emissions from both in-office and work from home were tracked, based on electricity consumption, heating, and other utilities. Where specific data was unavailable, national averages were used to estimate impacts from factors such as energy and water consumption, gas use, and waste.

Business Travel: Emissions from business travel were calculated across all transport types, including flights, trains and cars. Emission factors from DEFRA were applied, adjusted for travel specifics, including class of travel and route distances.

Accommodation: Emissions from accommodation were calculated based on CO₂e per room per night, using averages for hotels lacking specific data.

Events: Emissions for hosted events were calculated based on venue, PTG attendee travel, and food provided.

Websites: Emissions from websites were calculated based on the amount of site traffic over the course of the reporting period multiplied by the average size of the website. We also took into account the geographic location of users, and whether the web host uses renewable energy. We used an average value to account for the energy intensity of the web data, covering energy used at the data centre, by the telecom networks and by the end user's computer or mobile device.

Shipping and Staff Commuting: Emissions from deliveries, and employee commuting were tracked, using assumptions for factors like postal weight and commuting methods.

Purchased Goods: Emissions from major purchased items were estimated based on material type, weight, and spend-based methods for physical items, with updates intended as product data improves.

Waste: Emissions were calculated based on waste type and destination (e.g., recycling, landfill) using appropriate emission factors.

Data was sourced directly from PTG associates, and industry averages were used to fill any gaps, with calculations to be updated as tracking and emission factors improve.

Appendix 2:

FULL LIST OF 2030 OBJECTIVES & 2025 ACTIONS

Glasgow Declaration Pathway	Objective	Action
Measure	Establish a strategy and system for tracking absolute emissions for all emissions sources	Develop/improve systems to track business travel Develop/improve systems to track events
	Measure and report annual GHG emissions from PTG's internal operations	Establish system for internal quarterly tracking of emissions
Decarbonize	Reduce absolute business travel related emissions in alignment with PTG's 2030 emissions targets	Create a process to assess the ROI for a business trip and the number of associates required to attend
		Prioritize direct flights wherever feasible
		Extend trips when possible to combine more objectives
		Prioritize airlines that are committed to Net Zero and are actively reducing their GHG emissions
		Incentivize the use of business trips using electric vehicles or high-speed rail over short-haul flights
		Develop a policy to rent electric/hybrid vehicles (when available)
		Develop a policy to select electric/hybrid vehicles when using ride-share services (when available)
	Increase staff use of public transportation on business trips	
	Reduce absolute emissions from events, trade shows and conferences in alignment with PTG's 2030 emissions targets	Provide and/or utilize live-stream options or recordings to supplement conferences
		Create Net Zero event guidelines (including criteria for vetting partners)
Arrange group transportation when staff are arriving at the same time or within one hour of each other (instead of individual taxis/ride-shares)		
		Communicate Climate Action Plan ambition to event suppliers by signaling what PTG will require from its suppliers in terms of climate commitments, sustainability metrics, innovation, sourcing, decarbonization actions, etc.
		Educate PTG associates on best practices for food waste reduction and plant rich menus

Appendix 2: CONTINUED

Glasgow Declaration Pathway	Objective	Action
Decarbonize	Reduce absolute office related emissions in alignment with PTG's 2030 emissions targets	Educate PTG associates on office energy efficiency measures
		Select any new office space with sustainability criteria
		Choose office locations which reduce the average distance travelled per associate
		Advocate with landlords to switch electricity providers to renewable sources
		Advocate with landlords to install solar panels at offices
		Advocate with landlords for the implementation of smart thermostats and low flow fixtures in offices
		Adjust the standard temperature in offices by one degree (one degree warmer in summer, one degree cooler in winter)
		Reduce waste generation and improve waste management practices to increase diversion from landfill
		Advocate with landlords to implement high efficiency heat-pumps in offices
		Advocate with landlords to install motion detectors for lighting in public spaces and outside
	Advocate with landlords to install electric vehicle chargers at offices	
	Reduce absolute website related emissions in alignment with PTG's 2030 emissions targets	Work with the web team to reduce the size of PTG's websites year on year without decreasing the quality
Regenerate	Empower member hotels and broader network to support nature based solutions	Expand existing GIFTTS (Great Initiatives for Today's and Tomorrow's Society) philanthropic program to support ecosystem restoration/conservation projects
	Empower staff to communicate about PTG's climate action work	<i>Specific actions for this objective to be defined and updated in the next iteration of our Climate Action Plan</i>
	Support staff and member hotels in developing climate literacy and climate action skills	<i>Specific actions for this objective to be defined and updated in the next iteration of our Climate Action Plan</i>
Collaborate	Develop collaborative initiatives and strategic partnerships to reduce the emissions impact of PTG	Identify opportunities to expand existing preferred vendor program to include more climate-friendly options for member hotels
	Identify partners and projects that can help scale the impact of climate investments	<i>Specific actions for this objective to be defined and updated in the next iteration of our Climate Action Plan</i>
	Continue to build on PTG's Climate Action Plan in 2025 and set goals around scaling PTG's impact through its wider network of member hotels and partners	<i>Specific actions for this objective to be defined and updated in the next iteration of our Climate Action Plan</i>
	Research and identify where collaboration is needed in order to achieve wider impact goals, beyond decarbonization	<i>Specific actions for this objective to be defined and updated in the next iteration of our Climate Action Plan</i>

Appendix 2: CONTINUED

Glasgow Declaration Pathway	Objective	Action
Finance	Increase PTG's impact investments with a focus on supporting ecosystem restoration and/or climate justice initiatives in specific destinations	Explore expanding impact investments to climate action/environmental sustainability
	Increase funding for internal climate action implementation and incorporate into the annual budgeting process	Ensure sufficient funding for low carbon alternatives (e.g., supporting business travel by rail, which can be more expensive than flying) Earmark climate action implementation funds (for internal use) for 2025 Develop an annual financial strategy that aligns PTG's budget with its climate action goals
	Educate associates on funds within PTG's investment portfolio that have the highest sustainability ratings	<i>Specific actions for this objective to be defined and updated in the next iteration of our Climate Action Plan</i>
	Develop collaborative initiatives to support pilot projects focused on climate justice	<i>Specific actions for this objective to be defined and updated in the next iteration of our Climate Action Plan</i>
	Track and report associate time spent on climate action work	<i>Specific actions for this objective to be defined and updated in the next iteration of our Climate Action Plan</i>



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Thank you for taking the time to review Preferred Travel Group's inaugural Climate Action Plan. We hope that you will also feel inspired to join us on this collective journey.

To get started, we invite your organization to sign [The Glasgow Declaration on Climate Action in Tourism](#) and begin planning your path forward.