

Case Name**“Travel with a purpose” -The Hilton Hotel Group****Theory**

Sustainable Marketing; Societal marketing

Keywords

Environmental Protection; Social Responsibility

Background information

With the development of China's economy and the improvement of people's living standards, “green consumption” has become increasingly popular. As one of the leading companies in the industry, Hilton Hotel Group has opened over 300 hotels and plans to operate more than 1,000 hotels by 2025 in China. Hilton Hotels Group has always considered environmental protection as one of the principles of corporate development and important social responsibilities. Hilton has adopted the corporate responsibility strategy of "Travel with a Purpose" to guide the future development. The Group focuses on protecting the environment while bringing a positive impact to the world and ensuring that our communities realize the full economic benefits of the local tourism industry.

“Goal 2030” is a key component of the programme “Travel with a Purpose” which is Hilton's corporate responsibility. This goal was to ensure that every guest staying at Hilton travels "with a purpose", and that was sustainable developing travels. Hilton Hotels & Resorts sees this corporate responsibility goal as an important part of its future growth. Hilton has made a commitment to halve its environmental footprint and doubling its socially beneficial investments by 2030 with the efforts of all Hilton hotels worldwide.

Marketing strategy

The LightStay system is for calculating energy, water and waste consumed by hotels. This system could reduce resource consumption and could be set as the basis for hotel operation models. Hilton has made a commitment to double its investment in social impact projects and halve its environmental footprint. All used soap will be recycled instead of being landfill, and that would donate over 6 million recycled soap bars to the community. Reduce water usage by 50% in operations which is equivalent to the quantity that fills 6,000 Olympic standard swimming pools. Reduce carbon emissions by 61% which equals to the emissions of 23.5 million cars on road. Contribute working time as long as 6,600 films to 10 million volunteers to local communities. Add more youth development programme in countries and regions with low levels of youth welfare and plans to employ nearly 800,000 young talents globally in the future

Outcomes

Hilton Hotels Group's sustainable programme not only provides guests a sustainable and environmentally friendly way to travel but preserve a healthy natural living environment for the destination as well. Achieved a mutual winning situation for both the environment and the hotel's benefits by reducing carbon emissions equivalent to approximately 390,000 vehicles worldwide and saving over US\$1 billion in costs.

Implications & Challenges

To implement managing hotel environmental protection, it is common to adopt a low-

carbon and energy-efficient management approach and train personnel regarding environmental protection. That will inevitably raise the cost. The eco-friendly concept, somehow, conflicts with the operating principles of high-end luxury hotels and affects the guests' experience.

Reference list:

“Travel with a purpose” -The Hilton Hotel Group (2015). Retrieved 18 March 2023 from <https://en.prnasia.com/>

案例名称

带着目的去旅行-希尔顿酒店集团

理论依据

可持续营销；社会营销

关键词

环境保护；社会责任感

背景资料

随着中国经济的发展和人们生活水平的提高，绿色环保的消费趋势已经越来越流行。希尔顿酒店集团作为酒店行业的领军企业之一，已经在中国已经开业超过 300 家酒店，并且计划到 2025 年运营超过 1000 家的酒店。希尔顿酒店集团一直将环境保护作为企业发展的原则之一，而且认为环保也是企业需要承担的一项重要社会责任，并以“带着目的去旅行”的企业责任战略来指导未来的发展。在为世界带来积极影响，并确保我们在当地社区能充分实现旅游产业带来的经济效益的同时，酒店集团及其重视环境的保护。

“2030 目标”是希尔顿“带着目的去旅行”企业责任项目的重要组成部分。这个企业责任目标的制定，确保入住希尔顿的每位宾客都“带着目的去旅行”，即可持续性发展旅行。希尔顿酒店集团将这个企业责任目标视为未来发展的重要部分，承诺到 2030 年，通过全球所有希尔顿连锁酒店的共同努力，把环境足迹减半，并将加倍社会效益的投资。

营销策略

酒店集团以 LightStay 系统计算酒店消耗的能源、水资源以及产生的废弃物，在降低资源损耗的同时，以此作为制定酒店运营模式的基础。到 2030 年，希尔顿承诺将对社会影响力项目的投资翻倍和减半环境足迹。酒店集团通过回收利用所有使用过的肥皂，实现不将任何肥皂运送至垃圾填埋场，并对社会捐赠 600 多万块再生产的肥皂；将管理运营设施的用水量减少 50%，这些节省下来的水量相当于 6000 个奥运会标准游泳池用水量的总和；减少 61%的碳排放，相当于在路上减少了 2350 万辆汽车；为本地社区贡献 1000 万个志愿者的工作时间，时长相当于 6600 部电影；在青少年福利水平低下国家和地区增加更多青少年发展计划，并在未来全球范围内计划雇佣近 80 万年轻人才。

成果

希尔顿酒店集团的可持续发展项目，不仅为住客提供可持续的环保型旅行方式，也保护了旅游目的地健康的自然生活环境。通过在全球减少了约等于 39 万辆车的碳排放，节约了超过 10 亿美元的成本，实现了环保与酒店效益的双赢。

反思与挑战

在酒店实施环保管理的过程中，通常会采取低碳节能的管理方式，并对人员进行环保培训，这势必会增加成本。环保理念在某种程度上与高端奢侈酒店的经营原则相冲突，影响客人的体验。