

UNIQUE **Angles**

# THE HOTEL SUSTAINABILITY PLAYBOOK IS HERE



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Hello there 🙌

67% of travelers encounter misleading environmental claims during hotel stays.

Most of the properties behind those claims have genuine sustainability work to show. The problem is the gap between what a property has actually done and what it can demonstrate to a guest at the moment they decide whether to book.

That gap is what the new playbook is built around.

Sustainability in Hospitality: The Operational Playbook for Hotels is live.



# Sustainability in Hospitality:

## The Operational Playbook for Hotels

Eco-certified hotels see up to 24.5% higher booking share than uncertified properties. Most of the properties missing that edge have more to show than they are currently communicating. The playbook covers what real sustainability looks like operationally and how to communicate it in a way that converts at the booking stage.

[Read the full playbook](#)

For hospitality teams benchmarking their QR Code program against the industry, the [QR Code Scan Index](#) surfaces scan data by vertical, placement, and timing.

The regulatory clock on vague sustainability language is already running.

59% of environmental claims across industries offered no easily accessible proof to support them.

From September 2026, EU regulations restrict unverifiable green terms, with penalties reaching 4% of annual turnover. A claim that cannot be checked was already costing properties at the booking stage. It is about to cost them in other ways too.

What changes the outcome is where the proof lives. A sustainability figure buried in an annual report no guest reads is functionally invisible. Delivered at the moment a guest is experiencing the property, the same figure earns a different quality of trust.

Shikha Gaba, Director, Content Marketing at Uniqode, has been watching what that timing costs brands.



The moment after attention is earned deserves the same care as the campaign that earned it.

**Shikha Gaba**  
Director, Content Marketing at Uniqode

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She stayed at a hostel before a trek that turned out to be one of the more genuinely sustainable operations she had encountered. She found that out the morning she checked out, mostly by noticing things and asking. There was no moment at check-in where that story could have reached her.

43% of travelers are willing to pay more for accommodation with a sustainable certification. That willingness shows up at the booking stage, before arrival. The sustainability story, in most cases, is told after it.

Her argument is about treating the moment of contact as a design decision, planned with the same care as the campaign that earned attention in the first place.

[Read Shikha's full article](#)

## Uniqode in the Wild

This month's sighting came from Chase Wright, our Head of Finance, who picked up a bag of Neurogum.



Neurogum uses Uniqode QR Codes on packaging to take customers directly to their product page, where they can subscribe and reorder. The first purchase happens at the store. The QR Code makes the next one a single scan away.

📷 Spotted a QR Code in the wild? Send it our way at [unique-angles@uniqode.com](mailto:unique-angles@uniqode.com), and you might see it featured in an upcoming edition.

Before you go ...

If this edition sparked a few ideas, there's plenty more to explore on [Unique Angles](#). You can also catch up on past newsletter editions all in one place.

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Until next time,

👋 Team Uniqode