

Trend of Sustainable Initiatives in Japanese accommodations



Who we are

One of the largest OTAs in Japan.

In addition to hotel and ryokan accommodations, it offers a wide variety of reservation services, including tours (accommodations plus airline tickets), rental cars, and highway buses.



3 issues in Japanese Sustainable Tourism

Travelers were not well informed about the sustainability initiatives of accommodations and destinations

Even if accommodations have sustainability initiatives, there is no place or way to communicate them

Accommodations want to start sustainability initiatives, but don't know where to start

Sustainability Icons & Sustainable Travel Badge

■ Sustainability Icons

Users can choose a hotel or ryokan based on the 41 sustainable efforts for 8 categories

1. Waste
2. Water resources
3. Energy
4. Natural environment
5. Food
6. Tradition/history
7. Diversity
8. Regional contribution

Sustainable Initiatives

LGBTQフレンドリーホテルとしての活動10年以上、100%バイオマス電力利用で実質CO2排出ゼロ。客室は段差がなく、人や環境にやさしいホテルです。

- 廃棄物**
 - ✓ 食品廃棄を減らすためのルールや方針を設定している
 - ✓ 使い捨てのバス用品（シャンプー、石鹸等）を提供していない
 - ✓ アメニティ（歯ブラシやヘアブラシ等）は必要な分のみ提供している
 - ✓ 使い捨ての食器・カトラリー類を提供していない
 - ✓ ペーパーレス化に取り組んでいる
- エネルギー**
 - ✓ 温室効果ガスの排出量を算出し、削減に努めている
 - ✓ 客室内の電源をカードキーや人感センサーで管理している
 - ✓ 施設で使用する照明のうち80%がエネルギー効率が高い照明（LED等）である
 - ✓ 電力会社を再生・自然エネルギーの電力構成で選んでいる
- 水資源**
 - ✓ タオルやベッドシート交換不要の選択肢を提供している
 - ✓ 宿泊時の清掃サービス不要の選択肢を提供している
 - ✓ 部屋のシャワー及び浴槽の設備が節水型である
- 自然環境**
 - ✓ 敷地内に庭や屋上庭園を作るなど、緑化を推進している

■ Sustainable Travel Badge

Hotels and ryokans that fulfill the criteria obtain “Sustainable Travel Badge” that has a two-star stage (★/★★)

The users can narrow the search to include only accommodations that earned the badge

Sustainable Travel Badge

GOOD NATURE HOTEL KYOTO (グッド ネイチャー ホテル キョウト)

★★★★★ 4.76 (全174件)



人にも自然にも、いいものを。京都河原町の地球環境に配慮したサステナブルなホテル。世界のホテルで初めてWELL認証取得。

高級宿 + サステナブルトラベル

ダイヤモンド会員優待あり

7,200円～
(消費税込7,920円～)

阪急電鉄京都本線 京都河原町駅4番出口より徒歩約2分 2023年1月初旬まで4番出口閉鎖中。5番出口をご利用ください

HOTEL RINGS KYOTO+

★★★★★ 4.76 (全61件)



2021年開業。メルボルンスタイルカフェを併設したブティックホテル。四条駅から徒歩7分、錦市場至近。客室は20~40㎡。

サステナブルトラベル + ダイヤモンド会員優待あり

4,091円～
(消費税込4,500円～)

Sustainable practices that worked on most

Rank	Category	Practice	Ratio*
1	Waste	Providing only the minimum required number of disposable amenities (toothbrushes, hairbrushes, etc.)	74%
2	Water resources	Providing the option for multi-night guests to refuse daily cleaning services	73%
3	Waste	Refraining from providing bath amenities (shampoo, soap, etc.) that are good for only one use	72%
4	Water resources	Providing the option for guests to refuse daily replacement of their towels and bedsheets	59%
5	Waste	Refraining from providing tableware and cutlery that are good for only one use	43%
6	Energy	Using LEDs or other such high-efficiency bulbs for at least 80% of all interior lighting	40%
7	Waste	Making efforts to go paperless	39%
8	Natural environment	Refraining from activities that are harmful to local ecosystem (gathering plants, hunting animals, farming or breeding, feeding wild animals, placing wild animals on display, etc.)	37%
9	Food	Properly informing guests of the charms and exclusivity of locally produced ingredients	32%
10	Diversity	Considering accessibility (ease of use of both facilities and services)	28%

* Percentage of total 5,086 accommodations working on each initiative

Sustainable practices that worked on lowest

Rank	Category	Practice	Ratio
32	Natural environment	Engaging in conservation activities aimed at protecting local flora and fauna.	9%
33	Food	Providing vegetarian menu options	9%
34	Tradition & history	Incorporating traditional architectural elements into the accommodation's design	9%
35	Regional contributions	Donating a percentage of earnings to the local economy or community	8%
36	Energy	Selecting electric power providers based on their output of renewable or natural energy.	6%
37	Natural environment	Offering guests eco tours in which to learn about regional nature from a local guide	5%
38	Food	Providing vegan menu options	5%
39	Food	Providing halal menu options	2%
40	Food	Ensuring at least 50% of all ingredients used are organic or specially cultivated	2%
41	Tradition & history	Proving that a portion of the accommodation has been designated or registered as Cultural Heritage or Tangible Cultural Property	1%

Traveler's top 3 demands VS Accommodations initiatives

1 Reduction of waste

Establishing rules or policies to reduce food

24%

Providing only the minimum required number of disposable amenities (toothbrushes, hairbrushes, etc.)

74%

2 Reduction of water use for excessive washing

Providing the option for multi-night guests to refuse daily cleaning services

73%

Providing the option for guests to refuse daily replacement of their towels and bedsheets

59%

3 Local food offering

Over 50% of all ingredients used are produced locally

16%

Providing local cuisine from the region

28%

*Voice of user data : Intage online survey 2022 Dec.

Future trend

While sustainable efforts in accommodation are becoming important, it is also true that travelers assume other service qualities (at least in Japan)



Accommodation that successfully manages to do both might be highly demanded in the future.

Service
quality



Sustainable
initiatives



Rakuten Travel