



*and*

**MELIÀ** HOTELS  
INTERNATIONAL



**Leading a global change**

[climatetrade.com](http://climatetrade.com)

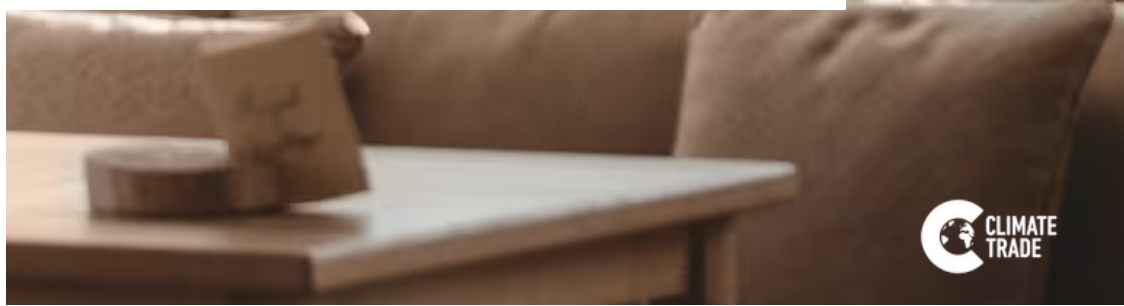
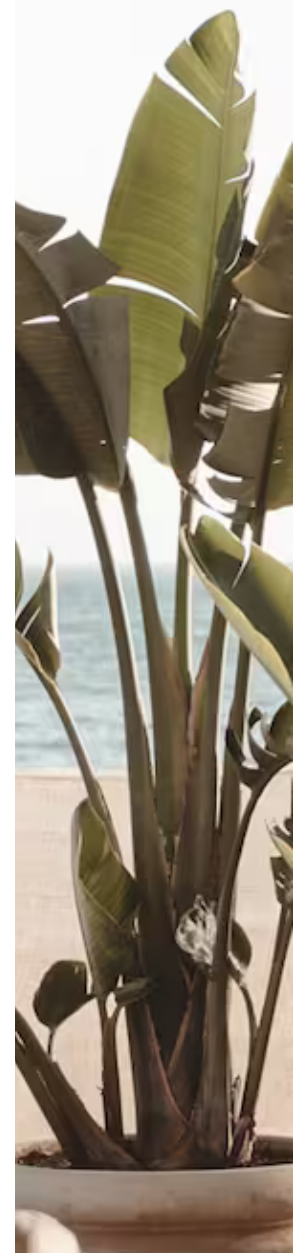




# **Meliá Hotels** move forward with carbon offsetting in ClimateTrade partnership.

**Meliá Hotels International** chose ClimateTrade as their partner and became the **1st hotel company in the world** to offer loyalty program members the opportunity of getting directly involved in offsetting their carbon footprint.

By purchasing carbon credits assigned to certified and guaranteed projects, **Meliá Hotels** empowered its customers to take a proactive role in mitigating their environmental impact and supporting sustainable projects worldwide.



# ➤➤ A Partnership with **Impact**

## **30 tons of CO2 offset (2021)**

Equivalent to emissions produced by 5-6 long haul flights.  
(For example LDN- NYC)

## **32 tons of CO2 offset (2022)**

Equivalent to 4-5 households worth of energy consumption  
emissions for one year.





## ➤➤ The Customer

**Meliá Hotels** is a renowned global hospitality company that operates a vast portfolio of hotels and resorts. With its headquarters in Spain, **Meliá** has established itself as a leading brand in the luxury and upscale hotel market.

The hotel group operates in numerous destinations worldwide, offering guests a diverse range of experiences, from beachfront resorts to urban retreats.

Whether travelers seek a relaxing getaway or a bustling city adventure, **Meliá Hotels** cater to the needs and preferences of every guest, ensuring unforgettable stays characterized by comfort, style, and personalized attention.





## ➤➤ The Challenge

**Hotels need to reduce carbon emissions per room per year by 66% by 2030 and 90% by 2050 – Sustainable Hospitality Alliance.**

**Meliá Hotels** partnership with ClimateTrade stems from the company's recognition of the importance of sustainability and its commitment to reducing its environmental impact.

The company recognized that having a solid sustainability story is crucial for hotels in today's world, as travelers increasingly prioritize environmentally conscious practices and seek out accommodations that align with their values.



## ➤➤ The Challenge

Hotels that demonstrate a commitment to sustainability not only contribute to a greener future but also attract eco-conscious guests, enhance their brand reputation, and gain a competitive edge in the market.

**Meliá Hotels** were looking for a sustainable approach to helping reduce their environmental impact and offset scope 1 and scope 2 emissions produced as a result of the carbon footprint made by both the company and its customers.

They wanted a solution that would generate a **verified and positive impact** on the environment that would also involve stakeholders, employees and customers.





## ➤➤ The Solution

Teaming up with ClimateTrade has allowed **Meliá Hotels** to offset its carbon emissions by supporting impactful projects that promote renewable energy and foster sustainable practices.

This partnership aligns with **Meliá's** broader sustainability strategy, which includes initiatives such as energy efficiency measures, waste reduction, and responsible sourcing.

**Meliá Hotels** Integrated our unique **API** into their loyalty rewards program, allowing customers to use some of their hotel rewards points to contribute toward sustainable projects listed on the ClimateTrade Marketplace.

Customers were then sent their official offset certificate as proof of contribution to their environmental project of choice.



# ➤➤ The Results

This initiative represents a fundamental step in **Meliá Hotels** environmental commitment and the transition to a low-carbon economy.

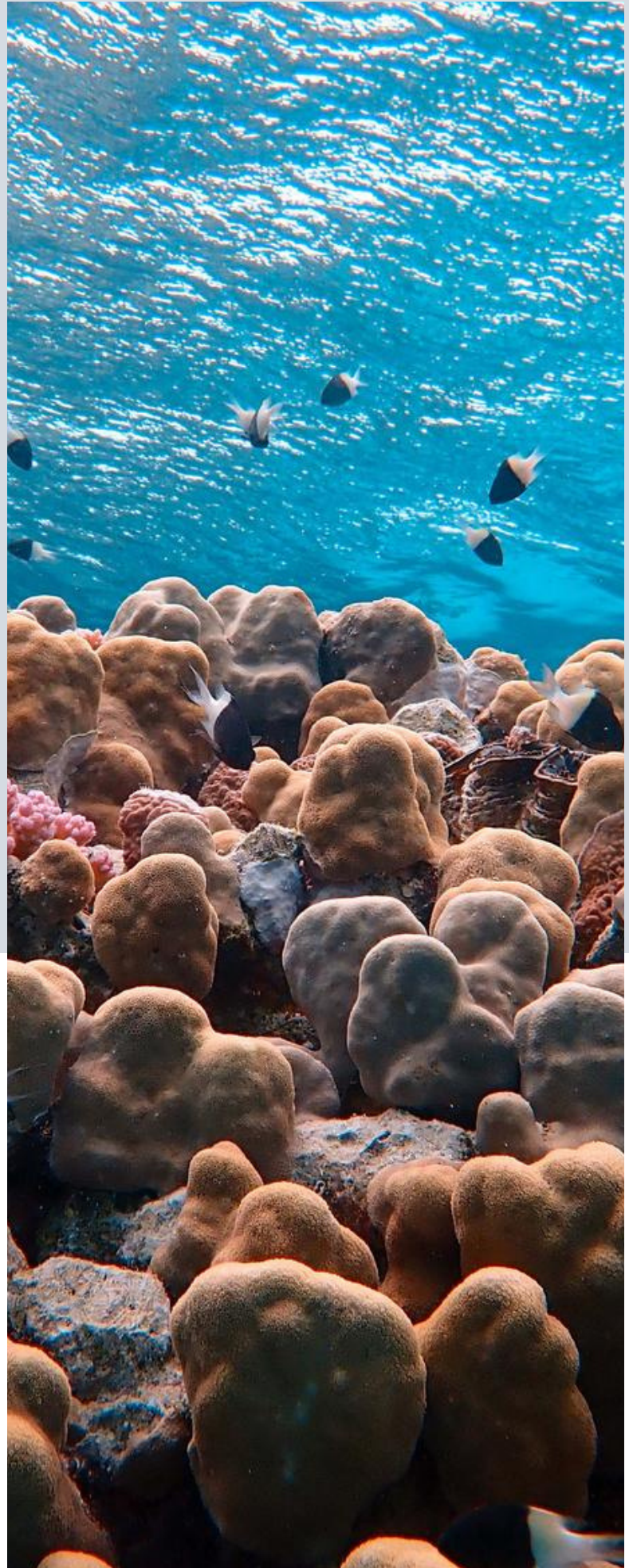
The collaboration was a result of their campaign “**The planet we love**” and helped them receive the recognition of being the **1st hotel chain in the world to embed sustainability into their loyalty program experience.**

**30 tons of CO2  
offset (2021)**

**1,137 incandescent lamps**  
switched to LEDs

**32 tons of CO2  
offset (2022)**

**1,385 trash bags** of waste recycled  
instead of sent to landfills





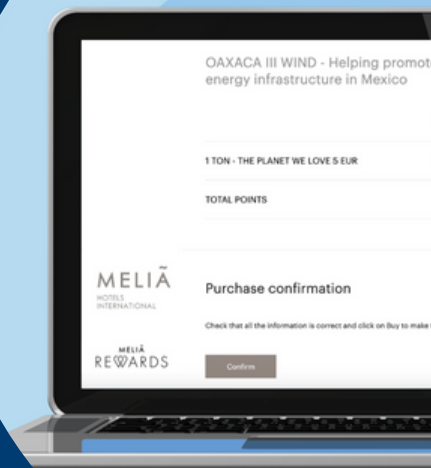
## »» Why ClimateTrade?

**Meliá Hotels** were keen to partner with a company that could create a technology solution that would seamlessly integrate into their ecosystem but also offer the transparency and traceability needed to help build a credible and impactful sustainability story.

**With over 150+ projects available on the Marketplace, Meliá Hotels could choose the projects that aligned with their vision and values.**

ClimateTrade built the world's first digital climate marketplace, connecting environmental developers with companies like **Meliá** to work together to create a more sustainable future for all.

**Ready to learn how we could do the same for you?**





[Learn more  
climatetrade.com](https://www.climatetrade.com)



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