Restorative and Regenerative Hospitality—Measuring Positive Impact in a post-COVID world?

We will explore this topic with a rich discussion covering investment, operations, design, and broader tourism perspectives.

Hospitality is at the core of travel and tourism as hotels are the destinations people anchor their travel experience around.

17 March 2021, 1:30 – 3:30 CET
Tourism accounted for 10.8% of global GDP pre-pandemic, 1 in every ten jobs, and 8% of global carbon emissions. While these figures include the full spectrum of travel and tourism, hospitality is at the core of travel and tourism as hotels are the destinations people anchor their travel experience around.

Given this significant position globally, should our industry be more focused on measuring our developments’ positive impact and look at effects beyond just the financial component? When we think through the lens of measuring positive impact, the idea of restorative and regenerative hospitality—consciously focusing on improving everything we touch—the land, the environment, the employees, the broader community, and of course, the guests, makes much more sense.

We’ve also become more familiar with the concept of impact investing, the emerging consensus that capital can and should deliver for people and the planet. This concept is growing in all areas of the capital markets, and the categories that are typically thought about are Social, Environmental, and Financial. And in hospitality, we could add a category for the guest.

What are the positive impacts that hotel developments make, and how does this approach create value for guests, employees, communities, and the investor/owner? And how does this focus contribute to creating greater returns and values for the investor and operator?

In discussion with our guests

- Pablo LaRoche- Professor of Architecture at Cal Poly Pomona and the Sustainable Design Leader at CallisonRTKL
- Benedetta Cassinelli- Managing Partner, Founder at Considerate Group
- James Kaplan- CEO of Destination Capital
- Jérémie de Fombelle- General Manager – LUX* Le Morne Resort