

CSR and performance

To celebrate its 10 year commitment to the ISO 14001 certification, **AccorHotels has led two innovative studies**, one survey conducted by Accenture and the other verified by EY. **They both demonstrate the positive impact of CSR on guest satisfaction and the profitability of hotels.**

SURVEY VERIFIED BY EY



The B2B survey, carried out internally and dated Mai 2015, **measures AccorHotels' B2B customers' CSR expectations**. 45 of the most important accounts, from the five continents where the group operates, completed an online questionnaire between December 2014 and January 2015. Results of this study are confirmed by a similar study lead in 2012. These survey were verified externally by EY.

[Discover the detailed results of the study \(3.2M\)](#)

SURVEY CONDUCTED BY ACCENTURE



The Accenture survey concerns over 1,200 hotels out of more than 3,600 hotels. It measures statistically the **influence of several sustainable development indicators** (year and certification level, etc.) **on profitability and guest satisfaction**.

[Discover the detailed results of the study \(3.2M\)](#)

Three main findings

Both studies prove the positive impact of CSR on the hotel's economic performance:

- 1. CSR has a positive effect on guest satisfaction:** this could be due to the better quality of service that results from the positive influence of the management system on the hotel's organization and the fact that employees are more motivated and involved.
- 2. CSR has a positive effect on hotel profitability:** the proportion of Charter 21 hotels (at a Bronze level or higher) with an above average EBIT increases with the level of Charter 21 achieved. In other words, the higher the sustainability performance, the higher the hotel's profitability. Profitable hotels can invest in sustainable initiatives, but these investments deliver positive paybacks by reducing costs (energy, waste) and increasing revenues (enhanced reputation and

guest satisfaction).

3. CSR enables to gain turnover among Accor key B to B clients: of the existing labels, ISO 14001 emerges as a differentiating factor in tender bids for B2B customers, over 70% of which say they have CSR expectations). A hotel's CSR performance is an important criteria for close to 90% of customers when choosing a hotel.