



Climate Action Plan

At Axiom Hospitality, we are making efforts to reduce our carbon, energy, water and waste footprint. We strive to be ethical in all we do and want to be a thriving, sustainable and responsible business for our people, our communities and our planet. Working closely with our Hotel Owners, we are committed to the journey to sustainability.

"Sustainability is not just a commitment; it's woven into the fabric of our ethos. Acknowledging the significance of environmental responsibility within the hospitality sector, we wholeheartedly adopt sustainable practices aimed at diminishing our ecological footprint. From energy-efficient initiatives to waste reduction strategies and community engagements, we are dedicated to making a positive impact on the environment, all while delivering exceptional guest experiences."

Alex Pritchard, Co-CEO of Axiom Hospitality



Contents

Who we are 04

Our commitment 06

Our sustainability pillars 07

Our sustainability goals 08

Regenerate 09

Axiom Honey 10

Hotel Fact Sheet 11

Collaborate 12

Finance 13



Photo: voco Edinburgh Royal Terrace

At Axiom Hospitality, we partner with owners and investors who share our same sustainability values and operate a large portfolio of hotels in the United Kingdom and Ireland, both internationally branded and independent. We work closely with sustainability consultant, mission : net zero to ensure our hotels are on the right path of their sustainability journey.

We work collaboratively with our hotels and owners to implement tailored, measurable roadmaps aligned to each hotel. Our comprehensive ESG resources and processes support hotels at every stage of their sustainability journey.

Our focus is on practical, impactful solutions - from improving energy efficiency and conserving water to reducing waste with intention. At the same time, we help hotels unlock opportunities to innovate and strengthen local communities by building value-led, sustainable supply chains.

Together, we put sustainability at the forefront of all of our efforts.

Some of the brands, investors, and owners we work with include:



The urgent case for action



Travel and Tourism
account for more
than 10%
of Global GDP

As the world faces a climate emergency, accelerating biodiversity loss, and deepening social inequalities, the need for decisive, collective action has never been more urgent.

For business, particularly in sectors like tourism and hospitality, the imperative is clear: sustainability is no longer optional, it is essential for long-term resilience and relevance.

Tourism alone generates over 10% of global GDP but contributes up to 11% of global emissions, giving the sector both responsibility and power to lead change.

At Axiom Hospitality, we see sustainability as essential to long-term success, not just compliance. Our science-led strategy with mission : net zero sets bold net zero and biodiversity targets, driving meaningful impact within and beyond our own operations.

Acting now protects resources, strengthens brand trust, meets rising customer and investor expectations, and ensures future resilience. The time to lead is now - and together we can shape a more sustainable, equitable future.

Sustainability is very important to us, so we have partnered with mission : net zero to support our sustainability commitments. mission : net zero works with our hotels to help them reduce their environmental impact and achieve internationally recognised ecolabel certifications. Many of our hotels have already, or are on the journey to, achieving Gold status with Green Tourism.

How will we achieve our Commitment?

We ensure new hotels are onboarded with sustainability consultants mission : net zero and hotels take pride in becoming Green Leaders in their local communities and host quarterly Green Leaders conferences. We also host regular team training including our Energy Think Tank modules to ensure our teams are informed and on the journey toward a more sustainable future.



mission : net zero

Our Sustainability Pillars



COMMITTED

We partner with mission : net zero, expert ESG consultants, to support our sustainability commitments. mission : net zero works with our hotels to help them reduce their environmental impact.



MOTIVATED

Our hotel teams are motivated to champion all things sustainability. From energy-efficiency and waste reduction, to community engagement. Our hotels strive to only work with sustainable suppliers where possible, from local food and beverage to eco-friendly bathroom amenities.



ACCREDITED

mission : net zero works with our hotels to achieve internationally recognised ecolabel certifications. Many of our hotels have already, or are on the journey to achieving Gold status with Green Tourism or Green Key.



Glasgow Declaration
Climate Action in Tourism



mission : net zero



TOURISM DECLARES
CLIMATE EMERGENCY



LEARN MORE

axiomhospitality.com/sustainability

Our Sustainability Goals

We believe responsible business is a force for good for People, Places and our Planet. As Hotel Operators, we champion investment in people and local communities, support sustainable operations that protect natural and cultural places, and drive a low-carbon future to safeguard our planet.

To guide and reinforce our efforts, we are proud signatories of the Glasgow Declaration on Climate Action in Tourism.

<https://www.axiomhospitality.com/wp-content/uploads/2025/03/Tourism-Declares-Declaration-Statement-Axiom-Hospitality.pdf>



Our Ambition

To empower our hotels with the knowledge and tools needed to understand their impact on biodiversity - and to take meaningful action that supports a more harmonious relationship with nature.

Our Commitments

- ✓ To continually promote sustainable hospitality practices that encourage all hotels to engage with nature in a responsible and respectful way.
- ✓ Continue to develop and promote educational resources and materials including webinars, workshops, and resource packs that are centered around sustainable practices that support a better balance with nature.



Managed beekeeping in action at the Axiom Hospitality apiary

Axiom Honey is our estate-produced honey, harvested from our hotels' very own hives in The Cotswolds, UK in partnership with Knight's Beekeeping. Almost every hotel within the portfolio has designated bees cared for by Knight's Beekeeping and feature their own custom-designed honey jars at breakfast for guests to enjoy.

This initiative reflects our commitment to biodiversity and locality, supporting sustainability and social impact goals within the hospitality sector. By caring for our hives, we help protect the natural environment and contribute to a more balanced future for both people and the planet.



We are committed to operating responsibly, reducing our environmental impact, and making sustainable daily choices. Our hotel embraces green initiatives to create a more eco-friendly stay for our guests while preserving our planet for the future.

Join us in making a difference by supporting our sustainability efforts:



We recycle your bedroom waste - just leave recyclables next to the bin or in the dedicated section.



We are committed to energy efficiency - help save energy by switching off lights and adjusting heating or air conditioning when leaving your room.



Reducing Single-Use Plastics and items - we are eliminating waste across the hotel, ensuring any necessary plastic is recycled.



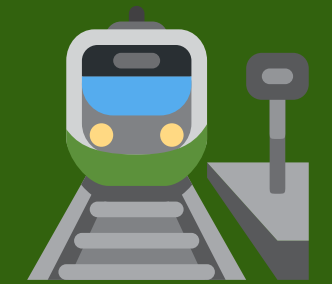
We use sustainable cleaning products and detergents to minimise our impact on the environment.



Enjoy responsibly portioned meals at our breakfast buffet, helping us reduce unnecessary food waste.



Housekeeping your way: opt in for a daily refresh, or go green to reduce water and energy.



Reduce your carbon footprint by using public transport or renting a bike to explore the city.

Thank you for joining us on our sustainability journey!
We believe that every small action contributes to a more sustainable world.
Learn more about our initiatives via our website.

Our Ambition

At Axiom Hospitality, promoting and implementing our ESG strategy is central to embedding sustainability across our hotel portfolio. We combine leadership, team engagement, enrolment to certification programmes and regular auditing to make ESG actionable at every level.

Our commitments

- ✓ Our operational initiatives are tangible and measurable. We are working to eliminate single-use plastics, have introduced recycling bins in every bedroom and public areas, implemented a housekeeping opt-out program to reduce water and energy use, and installed EV charging points. All our hotels calculate their annual carbon emissions through the HCMI v2 calculator and produce a Carbon Reduction Management Plan to achieve their yearly reduction targets. Most of our hotels participate in a tree-planting and plastic removal from oceans programme via Drip Drop umbrellas which are also made using recycled materials. Our DoubleTree by Hilton London Excel proudly features a large external living wall to encourage biodiversity, and also contribute to the Excel Exhibition Centre wormery to produce compost used in the local area. Six of our hotels use Winnow, an AI technology implemented to identify, measure and reduce food waste. Several of our food and beverage outlets now use Klimato CO2 emissions labelled menus as well as sustainable coffee supplier, Paddy and Scott's, who provide meals for school children in coffee growing regions.
- ✓ Our leadership drives momentum through quarterly Green Leaders meetings and conferences, which regularly host guest speakers and bring together over 50 attendees from across our hotels. These sessions roll out new green initiatives, share best practices, and inspire innovation in sustainability. Each hotel has its own Green Team, championing initiatives and engaging staff. Sustainability is made accessible through fact sheets, visible signage, and recycling notices in guest rooms and public areas, ensuring both employees and visitors understand their role in reducing environmental impact.

Our Ambition

To fully embed ESG principles into our financial decision-making - evaluating the environmental impact of our operations, addressing social considerations linked to our services, and upholding the highest standards of governance and accountability.

Our commitments

- ✓ To invest in the research and development of innovative technologies, products, and services that enhance our own sustainability performance - and, where appropriate, to share these innovations with our hotels.
- ✓ To provide meaningful resources, learning opportunities, and support for all our hotels, helping them grow, thrive, and realise their full potential as part of our shared sustainability journey.

DoubleTree by Hilton London Excel and mission : net zero colleagues celebrate their Green Key Award





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