

**Sustainable Hospitality & Tourism Management  
BMIH5006**

**Premier Inn – Report from greenwashing**

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## **Executive Summary**

The selected hotel with which the report is about are Premier Inn budget hotel chain owned by Whitbread plc. Their importance is huge, and their expansion was at its peak in the United Kingdom, with a few hotels in Germany and the Arabic world. The significance and value of their work is important not only because it has an impact on the surrounding area, but as a leading hotel, it also plays the role of a dictation and example for its competitors. Environmental awareness is on the agenda in the industry, in politics, and in customers public consciousness. As the decision are in the hands of the customers, some of them falsely demonstrate their practices to arouse their customers, thus influencing the decision next to them. The purpose of this report is to expose such fraudsters and ethical workers. Based on findings, assume a conclusion, and make future recommendations if necessary.

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## **Introduction**

Greenwashing means a business provides false information regarding their real operations or product. It is an environmental crime when customers, investors and all public receive inaccurate information and it leads to fake success of the organization. In the meantime, people support them in the belief that they are doing good, consuming good but not ethical from the greenwashing company. It is now commonly advertised free of chemicals, healthy, natural, environmentally friendly, or recyclable products or services. In case the greenwashing turns out it cause a bad reputation on the business name. (Investopedia, 2024)

The question may arise, why do companies risk their reputations: the main motivation is to achieve higher profits. Environmental protection practices may initially prove to be more costly, which of course pays off over time. Possible reasons could also be the lack of information, increasing the number of consumers, making it easier to sell the product. Based on consumers trend people are more concern about environment than before. They prefer to support eco-friendly, “green” solutions and products during their purchase they priorities supporting the carbon footprint reducement. (Greenly, 2022)

The most effective method against greenwashing can be education and information security for people, consumers, workers and interested parties. The most important thing is the transparency of the business and the clear communication, with the help of which, after a little research, the consumer wants to decide whether he is really eco-friendly by purchasing the products or services. (Circular Online, 2023)

## **Discussion**

### **How to consider “green” operation**

In the case of eco-friendly hotel there is some key point to consider. Based on the points below, whether it complies with the “green” construction: the building's operation and design, furnishings are made of natural materials and energy recycling systems are used. “Green” hotels pay attention to the water circulation and use it responsibly.

Consider practices adopted during the Hotel's operating, such as the purchase of local products, the use of packaging, responsible for resources, the management of food waste, and how they recycle materials. Follows the practices stipulated in the law, for example by using suitable cleaning agents, and its labels and stores its products accordingly. Beneficial to find local farmers, and reduce delivery time, cost, and support local community people. Return food waste to landfill also important how they returning benefits to people social community for example food donations, wellbeing and education support for employees. Website and feedback can give a good guess also from the nature of the hotel. (Green Traveller, 2023)

### **Sustainable program**

Premier Inn's programme entitled "Force for Good". Within programme, the aim is to divert all waste from landfill, including pillows and mattresses, cooking oil and food waste. Also, the chain announced to "sustainably source all wild-caught fish" and bought more than hundred of solar panels. (Business Travel News, 2019) The recycling of Premier Inn eco food and the creation of renewable energies are supported by the Viridor company. (LinkedIn, 2016)

Their partner in this is the recycling and waste transformation business led by Viridor, who aim to participate in waste management in United Kingdom the most efficient way possible, to educate and inspire others in the interest of protecting the planet. They are working on creating a world without waste in the long term. (Viridor, 2024)

After reopening pandemic 2019 Premier Inns launched "Clean Protect" promise in the United Kingdom and Ireland hotels. The everyday cleaning's purpose was to sanitise efficient of hotels with-approved disinfectants by the European standard. The EN 14476 is an antiviral disinfectant product is not "green" as it is stated as a chemical. (Situ Biosciences, No date) To disinfect laundry linen and towels the hotel choose to thermally disinfect them and wash over to kill bacteria's and make them fresh.

(Herts Live, 2020) Offer vegan option for the customers whose are avoid to animal related food consumption. It is a consideration about customers health, planet friendly and supports animal welfare. (Whitbread, 2023)

The everyday practice for Premier Inn to not clean rooms daily and not changing towels or linens every day. In this responsible way they reduce water and energy usage on laundry also educating people to travel and stay with care of nature.

Premier Inn do investigation about all single use plastic by used suppliers so they can find alternative packages. Main aim for 2025 to be continue operation without any single use plastic. This step will affect the amount of recycle waste. (Hospitalitynet, 2019)

In the name of environmental aspects, everything that is useful more than once time, which helps a lot in terms of reusability. Instead of vendor machines, a great alternative is the reusable filter water bottle used by other hotels (with own company logo). Offering organic drinks instead of sugary drinks in glass, plastic, and metal cans. Since the availability of food and beverages greatly increases the emission of greenhouse gases, considering the packaging materials and their transport. A higher emphasis is placed on the support of ethnic practices, and the support of non-profit organizations can improve environmental awareness. The operation of hotels requires 24-hour energy supply, considering the cooling, running, lighting and operation energies, replacing them with energy-saving ones can make a big difference without deteriorating the quality of the services.

The recycling of waste according to the colour code of Premier Inn hotels and restaurants, which covers almost everything, including brains, and the recycling of as little compost as possible has been standard practice since 2019. All these practices are not only environmentally friendly, but they can also prove to be highly cost-effective, the reduction of which can be achieved by 25-50% in the younger years. (Purezza, 2023)

## **Evaluation**

Self-evaluation is honest point from the business from their strengths and from the areas require improvements. It is highlights achievement from past years and setting goals for future. Whitbread is providing every year new environmental, social and governance report. Mainly focusing on Sustainable Development Goals 8, 9, 10, 12, 13. (Whitbread ESG Report, 2023)

The Sustainable Development Goals are the 17 global point so focus on terms of sustainable living, operation, and care. Points are including social, environmental, and economic aspects for points to consider. (World Health Organization, No date)

Corporate Social Responsibility (CSR) policy and Environmental Social Governance (ESG) report are individual business concept but concentrate differently, however both main points to include sustainable and responsible performance. ESG report contains evaluation of the company provided every year by Premier Inn. Shows their main points to consider during the operation. ESG report is always related on financial performance and the valuation of the business. Because it contains reliable information it is a decision helper for investors also. (LinkedIn, 2013)

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis can be used as company valuation. Self-evaluating can be replaced with feedback analysis about the business it shows what is the positive and negative thoughts stakeholders, employees, customers, or community's opinion about operations. This analysis of the feedback can help for hotels to choose how to improve and what to keep continue. (Lattice, 2023)

### **Steps on “green” path**

Premier Inn is announced their new “green” property at Staffordshire in 2008, This was the first serious step approach to the environment technologies include on reducing waste and increasing efficiency.

The new building use thermal insulation, LED sensor and solar panels to heat bath water and recycle of bath water to flush toilets. Premier Inn runner this as a test for future practice and experience on future hotels. (The Caterer, 2008)

One of the newest Premier Inn in Swindon opened in 2023 with a brand-new building conception: operation can happen without gas supply by only uses of renewable electricity. This emission reduce step will help to Premier Inns to reach the goal of remove gas connection from estates by 2024. However, it is an environmentally

friendly decision also led to growth of profit for the Hotel. Win-win situation and means increased attention from responsible travellers. (Whitbread Media, 2023)

All electric Swindon Premier Inn won the award of Built Environment Project of the Year Award. It is a recognition of “green” buildings, and this award opened the way to distance away from fossils and continue to use renewable energy. (Sustainable Hotel News, 2023)

By their name of zero net carbon emissions Premier Inn wish to operate long term decarbonization and remove gas supply from more than 800 Hotels by 2040. (Business Traveller, 2023)

Premier Inn is owned by Whitbread plc. Due to a misappropriated bond of £550, the debt is intended for the financing and maintenance of camels and investors. This has shown commitment for a long time, the Hotels are working with great strength to bring out the environment view. Main business aim is stronger and more resilient business. (Future Net Zero, 2021)

Since most of the hotels can be found in urban areas, there are various transportation options available. With the help of many accessible buses or trains, however, most rural destinations can only be reached by car. Because there is lot of Premier Inn across United Kingdom, and many of them are near universities, or tourist attractions it has less pressure for guests to use public transport between the hotels and their destination. Instead, they can book accommodation in the closest Hotel. Less car on the road means less carbon emission and cleaner atmosphere in long term view.

It is important to note here that electric car pushers are available in many Premier Inn hotels. (Fleet News, 2021) Some hotels are within walking distance of the airport, so their accessibility is the best for the traveling public. (Premier Inn Locations, 2024)

## **Recommendation**

However, Premier Inn is well on its way to environmental awareness, and the modernization and “green” concept of the hotels will take several years. Since the

intention is to provide accommodation in “green” certified buildings in addition to cost reduction, it is worthwhile to open its new establishments as hotels that use renewable energy. At the same level, it is recommended for hotels to search for local food ingredients, as they can get fresh, packaging-free and much cheaper raw materials, and they can immediately return the compost to the producer. Would be beneficial for community and also “green” consideration. Based on the findings, it would be more effective to continue using the electric auto push system, as it further promotes the “green” travel approach. Adding electric charging vehicles help to reduce carbon footprint and support growth of portfolio as well.

## **Conclusion**

Premier Inn evaluate their transparent operation based on their ESG report and put their self on the map of sustainable hotels. The hotel chain is believed they are doing business right way and keeping up with the sustainable business requirements. People are not mistaking, as Premier Inns really have the plan and the sources to do the right sustainable things while operates. Also, Whitbread has more goals to continue this system for future and more improvement. As the Whitbread owns hundreds of hotels it involved more organization to do correctly for example find local sources. This budget style hotel doing the best on the market full of competitors and communicate clearly in the EGS reports to inform stakeholders their performance and plans regarding sustainability. The cost-reducing effect of environmental awareness can lead to higher profits in the long term, the return of which enables the introduction of additional environmentally conscious investments.

The development of “green” practices is not easy to transfer to an already existing system, but environmental awareness requires both corporate, individual and global new habits, technicians and educators. It may not happen overnight, but every attention and intention counts.

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## APPENDIX



(Picture 1 – Sustainable Development Goals)



(Picture 2 – Force of Good )