

IMPACT AND SUSTAINABILITY  
GLOBAL *MEASUREMENT* AND *EVALUATION*  
at Rosewood Hotel Group

ROSEWOOD  
A SENSE of PLACE™

NEW WORLD  
HOTELS & RESORTS

*Carlyle & Co.*

asaya

# ABOUT ROSEWOOD HOTEL GROUP

50+  
operating hotels in  
26  
countries

Rosewood  
Impacts  
established in  
2022

47  
hotels with  
GSTC Certification  
awarded this year





# TO BEGIN THIS JOURNEY

## STEP 1

Establish  
Sustainability  
Strategy and  
Prioritize

## STEP 2

Identify Data  
Types,  
Develop  
Guidelines,  
and Provide  
Training

## STEP 3

Collect Data  
and Offer  
Support

## STEP 4

Evaluate Data  
and Make  
Informed  
Decisions



# MEASUREMENT AND EVALUATION MATTERS

1.

Understand  
Baseline,  
Strengths, and  
Weaknesses

2.

Facilitate  
Strategic  
Planning and  
Optimization

3.

Track  
Performance  
and Ensure  
Accountability

4.

Accountability  
in Sustainability  
Recognition and  
Certifications



# CHALLENGES WE FACED ALONG THE WAY

1.

Varied Data  
Knowledge  
Across  
Backgrounds

2.

Language  
Barriers

3.

Unable to  
Cascade  
Information to  
Key Stakeholders

4.

Lack of  
Engagement in  
Sustainability  
Efforts



# STRATEGIES FOR SUCCESSFUL MEASUREMENT

1.

Link Data  
Reporting to  
Leadership  
Incentives and  
Bonuses

2.

Provide Regular  
Performance  
Reports with  
Benchmarks

3.

Appoint Data  
Owners and  
Champions

4.

Implement an  
Accessible and  
Straightforward  
Data Collection  
Process



# MEASUREMENT SUPPORTS SUCCESS EVALUATION



THANK YOU