



THE GOODENOUGH
HOTEL LONDON

Regenerative Tourism Report Card | July 2026





Regenerative Tourism

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Regenerative Tourism

Why We Exist

At The Goodenough Hotel, sustainability is about more than reducing our environmental impact. As a charity-owned hotel, every stay helps support the work of Goodenough College, an international postgraduate community that brings together students from around the world to learn, live and collaborate.

Our approach is guided by the belief that tourism should leave places better than it found them. That means caring for our historic Grade II listed buildings, reducing our environmental footprint, supporting our local community and creating meaningful social value through our charitable purpose.

We know we won't have all the answers overnight. Instead, we're committed to measuring what matters, reporting our progress openly and continually improving. This report card shares where we are today, the actions we've taken, and the steps we're taking next.

Our ambition is not only to reduce our impact, but to create a positive one: for our guests, our community, our historic buildings and the scholars whose futures are supported by every stay.



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Our Sustainability Report Card

		2025-26	Performance vs benchmark
Annual Operational Carbon	tCO ₂ e	126.57	Excellent
Room Night Carbon Factor	kg/occupied room night	7.73	Excellent
Energy Intensity	MJ/m ²	1,054	Good
Water consumption	litres/occupied room night	353	Typical
Waste / Occupied Room night	kg/occupied room night	1.85	Typical
Diversion from landfill		100.00%	Good

The Goodenough Hotel operates from a Grade II listed Georgian building in central London. Despite the constraints of a historic property, the Hotel achieved an operational carbon intensity of **7.7 kg CO₂e per occupied room night**, reflecting its breakfast-only operation, absence of energy-intensive leisure facilities, and continued investment in operational efficiency. During the reporting year, **100% of operational waste was diverted** from landfill through recycling, anaerobic digestion and energy recovery.



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What We Have Achieved This Year

Over the past year, we've focused on building strong foundations for long-term environmental improvement. Some changes are visible to our guests, while others happen quietly behind the scenes. Together, they represent meaningful progress towards reducing our environmental impact and creating a better guest experience.

Measuring What Matters

This year we completed our first full year of environmental data collection, enabling us to establish robust baseline measures for carbon, energy, water and waste. This has allowed us to calculate our annual Room Night Carbon Factor and create meaningful benchmarks against which we can measure future progress.

Creating a More Inclusive Hotel

Sustainability is about people as well as the environment. This year we joined the Sunflower Hidden Disabilities programme, helping ensure that guests with non-visible disabilities receive the understanding and support they need throughout their stay.

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What We Have Achieved This Year

Helping Guests Make More Sustainable Choices

We're making it easier for guests to discover and support our local community. Through the relaunch of our newsletter, enhanced social media communications and the Bloomsbury Insider guides, we encourage visitors to explore independent museums, bookshops, cafés and cultural institutions within walking distance of the Hotel.

Our partnership with HotelBooqi has also improved in-room communications, allowing us to reduce printed materials while providing guests with timely information and gentle prompts to help them make more sustainable choices during their stay.

Reducing Waste and Single-Use Plastics

We've continued to reduce unnecessary waste throughout the Hotel by replacing single-use toiletries with large-format dispensers manufactured from recycled materials, introducing more sustainable alternatives for guest amenities such as dental kits, and providing shower caps only on request to minimise unnecessary consumption.

To support better recycling, dual waste bins have been introduced into every guest bedroom, making it easier for guests to separate recyclable materials during their stay.

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What We Have Achieved This Year

Supporting More Responsible Purchasing

Where practical, we've shifted the purchasing of guest amenities, bedroom extras and small retail items away from national distributors and towards local independent businesses and suppliers. Alongside supporting our local economy, this allows us to reduce transport, packaging and unnecessary stockholding while giving guests products that better reflect our neighbourhood.

Our partnership with DripDrop provides guests with umbrellas manufactured using recycled materials while supporting verified carbon offsetting initiatives.

Sustainability considerations are also becoming an increasingly important part of our purchasing decisions for larger refurbishment and capital projects, balancing quality, longevity and environmental impact.

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What We Have Achieved This Year

Caring for Our Heritage

One of the most important ways we contribute to regenerative tourism is through the long-term stewardship of our historic home.

During the year we completed the first phase of a major programme of conservation works to the Grade II listed façades of The Goodenough Hotel. Working with specialist conservation architects, surveyors and experienced heritage contractors, the project restored historic masonry, decorative features and external finishes using appropriate traditional techniques and materials wherever possible.

As with all of our capital investment projects, sustainability extends beyond the finished result. We seek to procure durable materials with long service lives, work with suppliers who share our environmental values, source locally wherever practical, and support traditional conservation skills that help protect London's architectural heritage for future generations.

By investing in the careful preservation of our historic buildings, we are not only reducing the need for more significant future intervention, but helping to ensure that an important part of Bloomsbury's heritage continues to be enjoyed by generations of guests, students and visitors to come.



Regenerative Tourism Looking Ahead

Sustainability is a journey rather than a destination. Establishing our first year of comprehensive environmental reporting has given us a clear baseline from which to measure future progress. Over the next 6-12 months, our focus will be on turning this data into meaningful action.

Working Towards Green Tourism Accreditation

We are continuing our journey towards Green Tourism accreditation, using the framework to strengthen our environmental management, benchmark our performance and identify new opportunities for improvement.

Improving Our Energy Performance

Reducing energy consumption remains one of our highest priorities. Alongside ongoing efficiency improvements, we will continue to explore how future investment can improve guest comfort while reducing environmental impact, including the careful consideration of cooling solutions that are appropriate for our historic buildings.acknowledging where improvement is needed and sharing the progress we make year after year.

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Looking Ahead

Reducing Water Consumption

Using our new baseline data, we will identify opportunities to reduce water consumption through operational improvements, equipment upgrades and increased guest awareness, helping to conserve this valuable resource without compromising the quality of our guests' stay.

Improving Waste and Recycling

While we are proud to divert all operational waste from landfill, we know we can do more. Our priority over the coming year is to significantly increase the proportion of waste that is recycled by working closely with our waste management partners, improving segregation throughout the Hotel and making recycling easier for both colleagues and guests.

Understanding Our Wider Carbon Impact

Our current reporting focuses on our direct operational footprint. Over the coming year we will continue to improve the quality and scope of our environmental data, gaining a better understanding of the carbon impacts associated with our supply chain, purchasing decisions and wider operations so that we can make more informed choices in the future.

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Looking Ahead

Empowering Our Team

Meaningful change happens through people. We will continue to develop staff training, increase awareness of our sustainability objectives and encourage every member of the team to take ownership of the small improvements that collectively make a significant difference.

Helping Guests Make Sustainable Choices

We will continue to improve how we communicate with guests before, during and after their stay, providing practical information and thoughtful behavioural nudges that make it easier to travel responsibly, support local businesses and reduce unnecessary waste without diminishing the guest experience.

Reporting Our Progress

Transparency is central to our approach. We will continue to publish our environmental performance annually, celebrating our successes, acknowledging where improvement is needed and sharing the progress we make year after year.



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How We Measure Progress

We believe that meaningful sustainability begins with good measurement. Our annual report card brings together recognised industry frameworks and independently published conversion factors to help ensure our reporting is consistent, transparent and comparable over time.

Our environmental performance is measured using operational carbon data covering Scope 1, Scope 2 and key operational Scope 3 emissions, including energy, water, waste and outsourced laundry. Carbon calculations use the latest UK Government Greenhouse Gas Conversion Factors, while our hotel carbon intensity is aligned with the principles of the Hotel Carbon Measurement Initiative (HCMI).

Our wider sustainability programme follows VisitEngland's PLANT framework and we are currently working towards Green Tourism accreditation. Together, these frameworks help us measure our progress, identify opportunities for improvement and ensure that our sustainability journey is supported by recognised industry best practice.

As our reporting evolves, we will continue to improve the quality and scope of our data, publish our progress annually and set measurable objectives for the years ahead.



Regenerative Tourism

Our Committment

Environmental

We are committed to reducing the environmental impact of our operations while respecting the character of our historic buildings. We measure our energy, carbon, water and waste performance annually, invest in practical improvements that reduce resource consumption, and seek opportunities to work with suppliers who share our environmental values. Every improvement, however small, contributes to a more sustainable future.

Social

The Goodenough Hotel exists for a purpose beyond hospitality. As part of Goodenough College, the Hotel helps generate income that supports scholarships and an international community of postgraduate students from more than 90 countries. We are proud to provide meaningful employment, support local businesses and charities where possible, and create an inclusive, welcoming environment for guests, colleagues and visitors alike.

Governance

We believe sustainability should be measurable, transparent and accountable. We review our environmental performance annually, use recognised reporting methodologies, and continually refine our data and targets as our understanding grows. Our aim is not simply to meet today's expectations, but to embed responsible decision-making into the way we operate the Hotel.



THE GOODENOUGH

HOTEL LONDON

Our aim isn't to achieve perfection overnight. It's to make measurable progress every year, report it honestly, and ensure that every stay at The Goodenough Hotel leaves a more positive impact on our guests, our community and our environment.

We know that sustainability is an evolving journey. As we've learned more, we've refined our approach, improved the way we measure our impact and adapted our priorities to focus on what matters most. We expect that process to continue.

Over the coming year, we'll continue to listen, learn and collaborate with our guests, colleagues, suppliers, partners and local community, recognising that the best ideas are often developed together. By sharing our progress openly and working collaboratively, we hope not only to improve our own performance, but to contribute positively to the wider conversation about responsible and regenerative tourism.