

# LETTER FROM THE GM

Dear Valued Guests and Partners,

At U Luang Prabang, sustainability is not just an initiative—it is a core commitment integrated into everything we do. As we welcome guests from around the world, we recognize our responsibility within the global hospitality community to act conscientiously. Our aim is to deliver exceptional experiences while actively preserving and protecting our planet for future generations.

Through energy-efficient systems, responsible sourcing, water conservation, and waste reduction, we are continuously working to minimize our environmental impact. We also believe in fostering strong relationships with our local community, supporting eco-friendly vendors, and empowering our employee through green training programs.

We are proud of the progress we have achieved and remain dedicated to exploring innovative solutions that advance a sustainable future. Thank you for supporting our journey towards greener hospitality.

Warm regards,

Guillermo Bastarrica - General Manager U Luang Prabang



## Impact Report 2025 - Index

03

Who we are

05

Vision

07

Sustainability development and green initiatives

10

Healthy/Local food

12

AHS Green Star

14

Green Vendors

17

Review Pro

19

Sustainable Tourism Policies

21

Biodiversity and Wildlife conservation policy

23

Exchange Towel Guest awareness

25

Code of Conduct

27

Sustainability Goals

04

Business philosophy

06

Overall Facts

08

Eco-Rewards

11

Going Local - our suppliers

13

Further sustainability development The Green Road continues

15

Sustainable Amenities our Journey with Guava

18

Single-use Plastics

20

Social Responsibility and Employee Engagement

22

U make a difference

24

Awareness - Employee Training

26

Sustainability Targets for 2026 and beyond

28

Sustainability Targets for the coming years



# WHO WE ARE

U Luang Prabang is a distinguished 5-star hotel situated in the heritage heart of Luang Prabang, blending comfort, luxury, and environmental responsibility. Since opening in 2024, we have welcomed travelers worldwide, promising exceptional service paired with mindful practices.

As part of our commitment to responsible tourism, we embed sustainability into our operations—ranging from energy and water conservation to community engagement and eco-friendly amenities. We strive to create memorable experiences that also safeguard our local environment and cultural heritage.

# BUSINESS PHILOSOPHY

1

## Efficiency

Implementing energy-saving technologies and optimizing resource use.

2

## Responsibility

Partnering with sustainable suppliers, reducing waste, and ensuring fair labor practices.

3

## Community

Collaborating with local artisans, farmers, schools, and environmental organizations.

4

## Transparency

Monitoring and sharing our environmental performance with stakeholders.

We believe that excellence in hospitality and environmental responsibility can go hand-in-hand. By integrating sustainability into our core strategies, we aim to reduce our ecological footprint while enhancing guest satisfaction.

We are driven by the conviction that consistent, small actions can lead to significant, long-term positive impact.



## VISION

To be recognized as a leading sustainable hotel in Luang Prabang with the partnership of Green Globe , delivering outstanding guest experiences while championing environmentally and socially responsible hospitality. We envisage a future where every stay contributes positively to the planet, innovative green practices are central to our operations, and guests, employee, and partners unite in the shared mission to protect our environment for generations to come.

# U Luang Prabang Overall Facts in 2025



8,523  
Overnight Guests



92.8% Guest Satisfaction Score  
at Review Pro



2  
Certificates



37  
Employees



95%  
Local Employees



4  
Local Cooperation Events



1  
Award Received

# SUSTAINABILITY DEVELOPMENT AND GREEN INITIATIVES



# ENVIRONMENTAL POLICIES AND IMPACT

## Eco Reward Campaign

*In March 2025 we launched the Eco Reward campaign:*

### ✔ ECO REWARD - CHOOSE GREEN, DINE WITH SAVINGS

This initiative encourages guests to adopt eco-friendly practices by offering the possibility to opt out of daily housekeeping in exchange for an restaurant credit. By reducing unnecessary resource consumption and collateral room items, we promote sustainability throughout our operations.

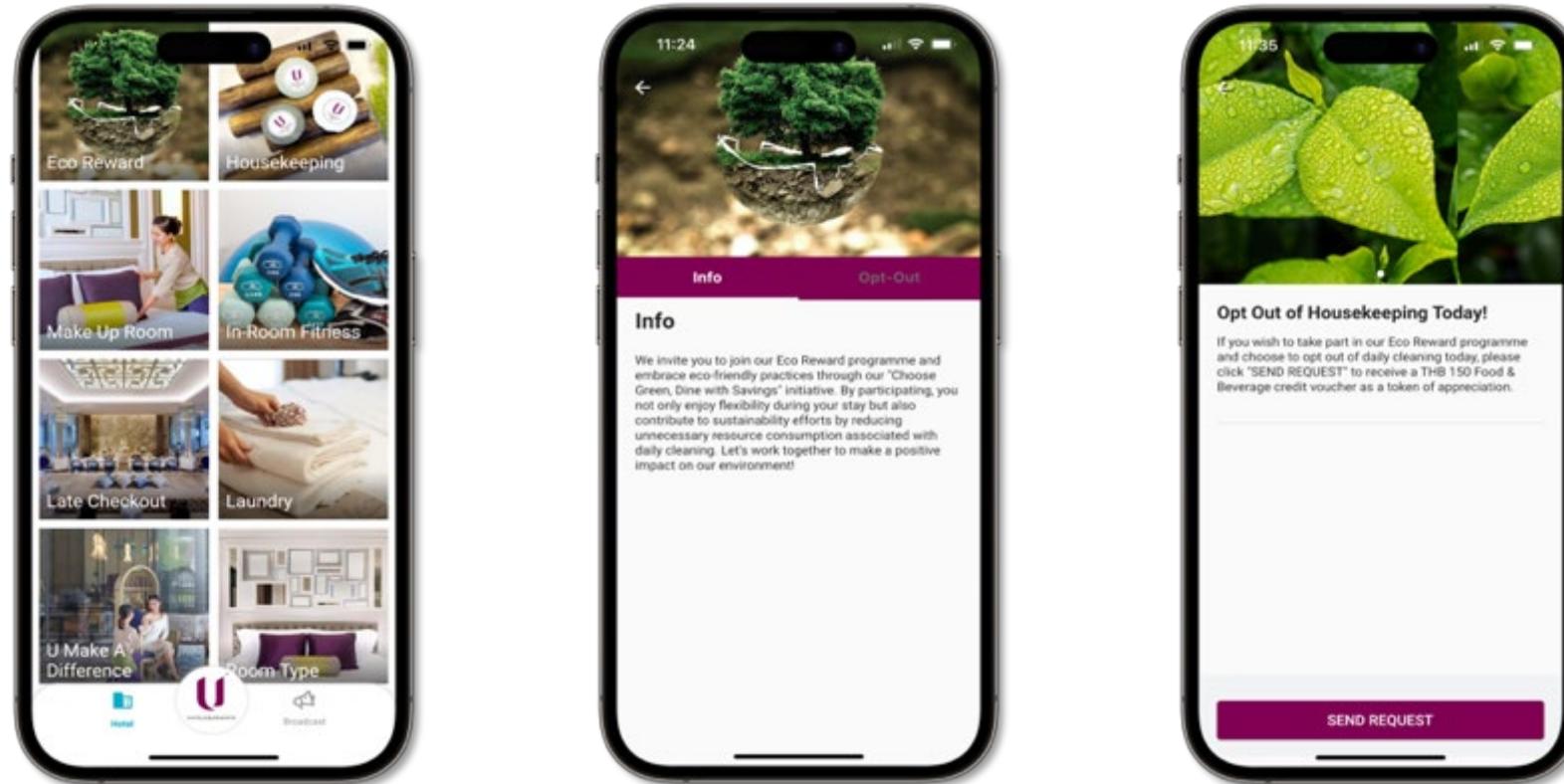
Since implementation, 29 guests have opted for Eco-Rewards, without redeeming their credit, showing their real commitment. More important, **the number of orders grows month after month**, with 11 orders received during the first two weeks of January 2026..



# Eco-Rewards

Opt out of daily room cleaning and receive a 50.000 Kips voucher as our appreciation for your support on our commitment to sustainable hospitality

# ENVIRONMENTAL POLICIES AND IMPACT



Advertised through our internal App on daily basis, but also proposed upon arrival for a more direct impact, this option is becoming more and more popular. At U Luang Prabang we truly believe in the impact this action generates. Our customers, conscious about the protection of the environment in and around Luang Prabang, also understand daily service is not always needed. However, we are always there to clean when it is required!

# HEALTHY FOOD MENU

In response to health-conscious guests, our in-room dining and restaurant menus now feature Power Bowls, with a focus on plant-based and local ingredients.



## Power Bowls

Nutrient-dense combinations featuring local grains, proteins, and fresh vegetables

Additionally, we provide further vegetarian and plant-based food, and we commit to use high quality ingredients such as extra virgin olive oil or fresh eggs and produce from selected local farmers.



# GOING LOCAL

While many suppliers talk about carbon footprint on their deliveries, we generate real footprints by even choosing suppliers within walking distance. Our pastries and breads are baked locally, just meters away from the hotel, by a local enterprise. Our coffee, from Northern Laos, is not only roasted upon our request on weekly basis, it is also delivered to us by foot as the roastery is just next door.

These are just two examples of our commitment to local produce, promoting at the same time Lao products. Our team is always proud to mention the origin of our ingredients.

At breakfast, we have reduced the number of imported items and started to produce our own jams and spreads following local recipes.

Ur Drink, our special beverage program, features only locally made liquors and mixers, and none of them in any kind of plastic container.

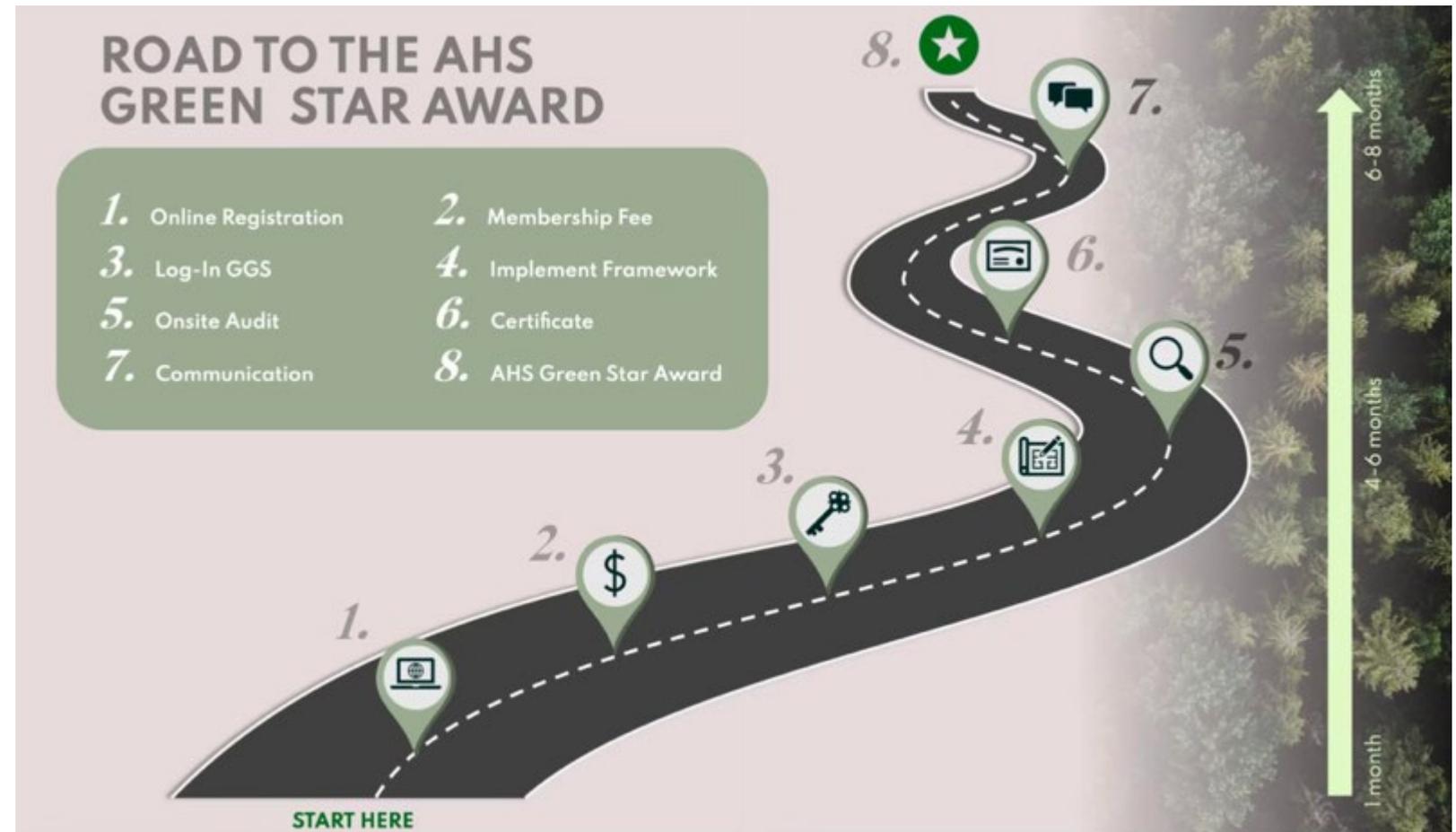
When we decided to go local, all team members fully committed to it.



# ROAD TO THE ABSOLUTE HOTEL SERVICES

## GREEN STAR AWARD

The Absolute Hotel Services Green Star will be granted to the hotel that demonstrates the greatest commitment to achieving the Green Globe certification. This competition involves all participating hotels, including U Luang Prabang. Each hotel is enthusiastically striving to excel in this challenge. As for us, we are dedicated to securing the esteemed Absolute Hotel Services Green Star award by the first quarter of 2026, aiming to fulfill our sustainability objectives while promoting eco-friendly practices among our employee and in our facilities, thereby minimizing our environmental impact.



# Further Sustainable Development - The Green Road Continues

U Luang Prabang is committed to ongoing improvements, focusing on responsible resource use and waste reduction:



## Plastic Elimination

Having eliminated most of the single-use plastics, we continue promoting reusable containers at all levels.



## Eco-Friendly Toiletries

Installing since our opening eco-friendly toiletries in refillable dispensers.



## Energy Conservation

Promoting energy conservation through key card systems and energy-efficient lighting.



## Organic and Local Sourcing

Sourcing organic produce from trusted suppliers and going local.



## Sustainable Transport

Exploring sustainable transportation options, like bicycles for guests and shared transportation.

We will continue to implement innovative solutions that benefit the environment and enhance guest experiences.

# U Luang Prabang Green Vendors

Since the opening in December 2024, U Luang Prabang introduced a comprehensive Purchasing Policy to reinforce responsible sourcing and sustainability throughout our supply chain.

This policy emphasizes partnerships with vendors who demonstrate genuine commitment to eco-friendly practices, social responsibility, and transparency. Our core principles include reducing waste, utilizing sustainable packaging (Green Seal, FSC, Energy Star), and adhering to environmental laws. We also require vendors to uphold fair labor standards, respect human rights, and support community engagement.

Not only that, we also prioritize local vendors and family businesses benefiting local communities, from our coffee supplier to purchases at local markets from local individual farmers on seasonal products.

We encourage suppliers to set sustainability goals, report progress regularly, participate in training, and share innovative practices. The policy also highlights categories such as food and beverage (favoring organic, local, and sustainably farmed products) and housekeeping (eco-friendly cleaning supplies, biodegradable packaging).

## ✔ Result:

Currently 4 vendors are on our green vendor list.

# Sustainable Amenities and Our Journey with Guava



## Our Story: Citron Fresh

Inspired by the goodness of citron fruit, Citron Fresh offers sensory experiences with zesty aromas meant to uplift your mood. Infused with vitamin C, our formulations are gentle, paraben-free, and designed to restore natural radiance for skin and hair.

## Sustainable Amenities Catalogue

The World Leader in Sustainable Guest Amenities

Global Consistency | Local Accessibility | Scalable Sustainability

GUEST ROOM - PUBLIC AREA - CREATIVE PARTNERSHIPS - GIFTING - MARKETING  
SUSTAINABILITY STORYTELLING - ARTS - SOCIAL IMPACT - RECYCLING

**GUAVA**

## FSC Certified Paper Packaging



The FSC label is the world's most trusted mark for sustainable forestry. FSC is a non-profit organization, providing trusted solutions to help protect the world's forests and tackle today's deforestation, climate, and biodiversity challenges.

Currently, over 150 million hectares of forest worldwide is certified according to FSC standards, designed to address a broad range of environmental, social, and economic factors.

150+ million  
certified  
hectares of  
forest

1,100+  
individuals and organizations  
from 93 countries who make up  
our governing body

60K+  
certifications verifying  
sustainable sourcing

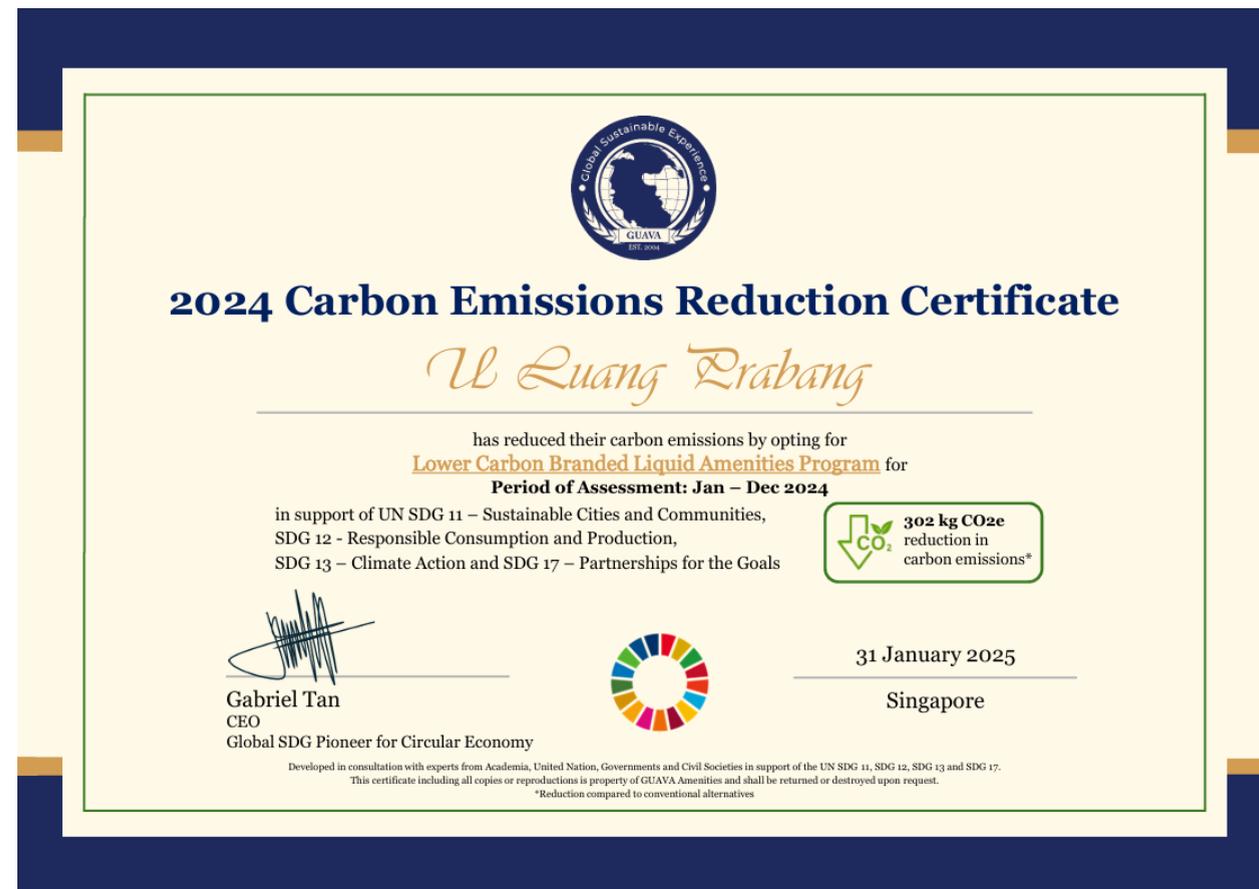
1,700+  
companies licenced to  
promote FSC-labeled products

46%  
of consumers globally recognize  
the FSC label

### A small label making a big impact

When you purchase FSC-labelled products, you're helping forests, and the people that rely on them, thrive by supporting:

- **Zero deforestation**  
Trees are harvested responsibly so there is no net loss of forest over time. Forests with irreplaceable values, such as old-growth forests, are identified and maintained. Reversing deforestation and maintaining irreplaceable forests are crucial to fighting climate change.
- **Fair wage and work environment**  
All workers are provided with proper training, adequate safety protocols, and fair wages.
- **Support the change from preservation to conservation**  
Plant and animal species are protected.
- **Community rights**  
Local communities living in and around forest areas are consulted, and their legal and cultural rights to land and forest resources are respected.



On January 31, 2025, we proudly received our Carbon Emission Reduction certificate from Guava, marking a significant milestone in our commitment to sustainability.

This accomplishment is achieved in collaboration with the United Nations' Sustainable Development Goals (SDGs), specifically

SDG 11: Sustainable Cities and Communities,

SDG 12: Responsible Consumption and Production,

SDG 13: Climate Action, and SDG 17: Partnerships for the Goals.

We are thrilled to showcase the beginning of our green journey, reflecting a substantial decrease in our carbon emissions and reinforcing our dedication to building a more sustainable future.

# Review Pro

Since our opening, we've utilized Pro, our online guest satisfaction platform, to gather feedback on our sustainability efforts:

- How do you evaluate our sustainability initiatives?
- Suggestions for improvement (local products, energy, water, waste management, communication, etc.)
- Do you believe the hotel supports the planet, people, and community?

Guest comments are reviewed monthly, guiding us toward continuous improvement.



# Single-Use Plastic Policy

✔ Result: as we gradually equipped all our rooms with soap dispensers, we avoided the use of nearly 8,000\* plastic tubes.

We are proud to have never used plastic straws and most single-use plastics within our operations, aligning with our commitment to reduce environmental impact.



Paper Straws and Take away cup

Eliminated plastic straws and switched to biodegradable takeaway containers, which are provided only upon guest request.



Refillable Bottles

All rooms and events are supplied with refillable local water bottles.



Sustainable Containers

Using eco-friendly materials for toiletries and amenities

\* 8.000 plastic tubes calculated on the basis of 1.8 tubes per room/night sold.

# Sustainable Tourism Policy

U Luang Prabang has, since its opening in December 2024, promoted a **Sustainability Experiential Tourism Policy**, reaffirming our commitment to responsible tourism. This policy emphasizes enriching guest experiences while positively impacting local communities, the environment, and cultural heritage.

## Key Principles

- Respecting local customs
- Minimizing environmental impact
- Fostering community benefits through economic opportunities and partnerships

## Authentic Experiences

- Cultural workshops
- Food experiences with locally sourced ingredients
- Participation in local events
- Community engagement initiatives

## Implementation Guidelines

- Collaborating with local guides and artisans
- Supporting conservation efforts
- Educating guests on sustainable travel practices

Ongoing monitoring and feedback collection will ensure alignment with environmental and social goals. All employee are responsible for upholding this policy, which will be reviewed annually for continuous improvement.



# Social Responsibility and Employee Engagement

## Cultural Heritage Protection Policy

U Luang Prabang is committed to respecting and preserving local cultural assets. Our policy emphasizes safeguarding tangible heritage (such as historic sites and artifacts) and intangible elements (like arts, traditions, and customs). We actively engage with local communities to incorporate their perspectives, ensuring responsible tourism that minimizes cultural disruption.

### Development Assessment

Careful assessment of development projects, integrating traditional architectural elements where appropriate

### Employee Training

Comprehensive training on heritage preservation and cultural sensitivity

### Authentic Experiences

Promotion of authentic cultural experiences by supporting local artisans

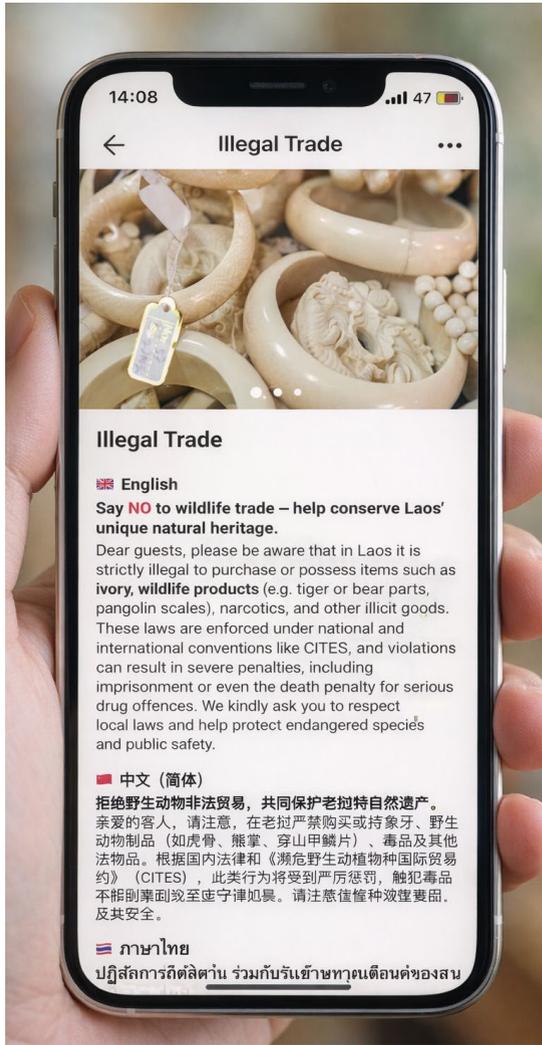
### Regular Evaluation

Ongoing assessment to ensure effectiveness, with annual policy reviews to stay aligned with best practices



# Biodiversity and Wildlife Conservation Policy

## Sustainability Interaction with Wildlife and Landscaping Policy



U Luang Prabang prioritizes responsible coexistence with local ecosystems through sustainable landscaping, wildlife preservation, and eco-friendly pest control. This policy emphasizes native plant sourcing, water and chemical reduction, and the avoidance of invasive species.

We promote drought-tolerant landscaping, rainwater harvesting, and minimal light pollution to protect local wildlife. Harm to native animals is prohibited, and guest education focuses on supporting biodiversity.

Employee training, regular monitoring, and updates ensure ongoing compliance. Notably, we have discontinued chemical fumigation, replacing it with environmentally friendly mosquito traps, exemplifying our commitment to wildlife-friendly practices.

Additionally, an information notice concerning wildlife illegal trading is available and enforced on HandiGo application for all guests to see. And we encourage the visit to the Free the Bears nearby office to learn more about wildlife in Laos.

# U Make a Difference

✔ Result: We have not only donated to the Hospital, we actively promote activities related to the hospital community such as blood donations or the Half Marathon.

U Luang Prabang believes every action counts. Through community service, environmental initiatives, and guest engagement, we aim to make a meaningful difference locally and globally. In our first year of operation, we chose the Lao Friends Hospital for Children, which is a privately funded hospital providing free health care to any child in Laos.



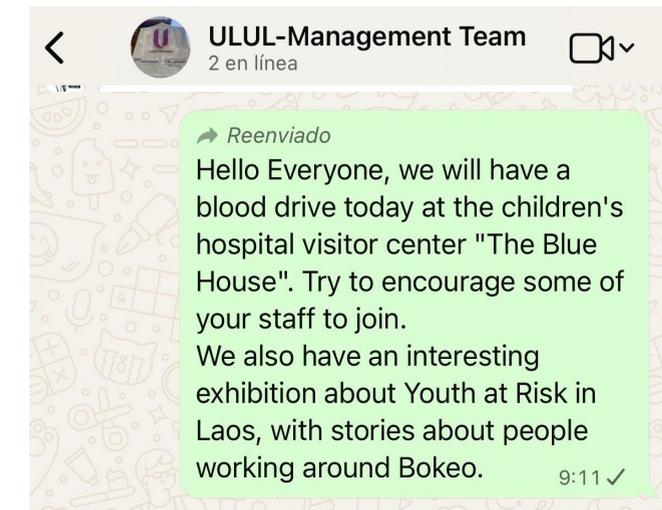
## Donations

By assigning 1 USD per night stay to our contribution, and also encouraging guests to visit their boutique and visitors center, located just behind the hotel.



## Promotional actions

By promoting the participation of guests, employees, friends and families in the activities organized by the Hospital.



## Informing, sharing

Being able to always explain and inform of the Hospital, its origin and its purpose.

In our "Every Drop Counts" guest awareness campaign, we actively encourage our guests to participate in our sustainability efforts.

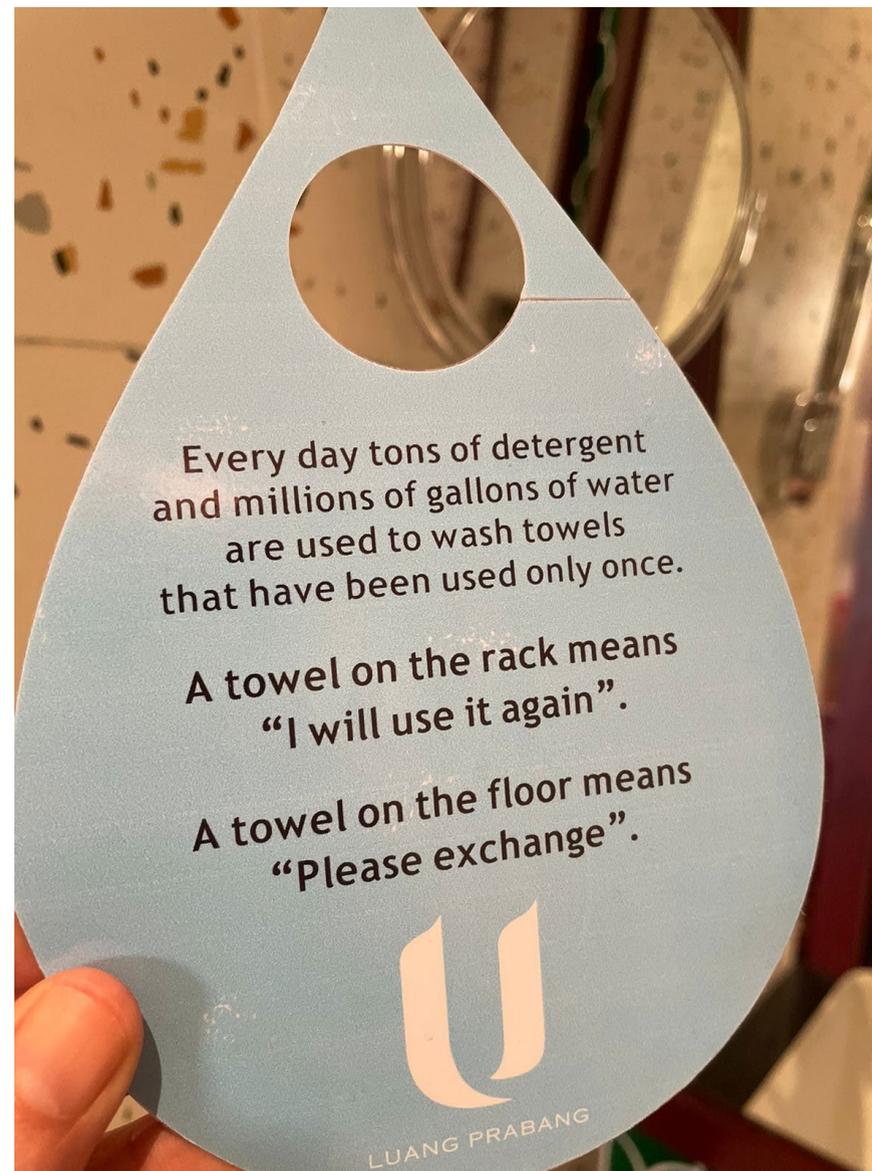
To request a change of bed sheets, guests are invited to place a designated card on their bed. This initiative helps make guests aware that bed linens are not automatically changed daily, fostering an eco-friendlier approach.

Similarly, our Towel Exchange program aims to promote the reuse of towels. A towel left on the rack signals the guest's intention to use it again, while a towel placed on the floor indicates the desire for an exchange.

By adopting these practices, our guests contribute to conserving millions of gallons of water otherwise used for washing linens that have been minimally soiled.

Through these initiatives, we strive to create awareness and encourage environmentally conscious choices among our guests.

## Exchange Towel Guest Awareness



## Every Drop Count Guest Awareness

# Awareness – Employee Training

All new staff receive orientation on their first day, which includes training on sustainability practices and waste separation.

In addition, we provide access to information via a QR code to enhance staff awareness and engagement with our sustainability initiatives.

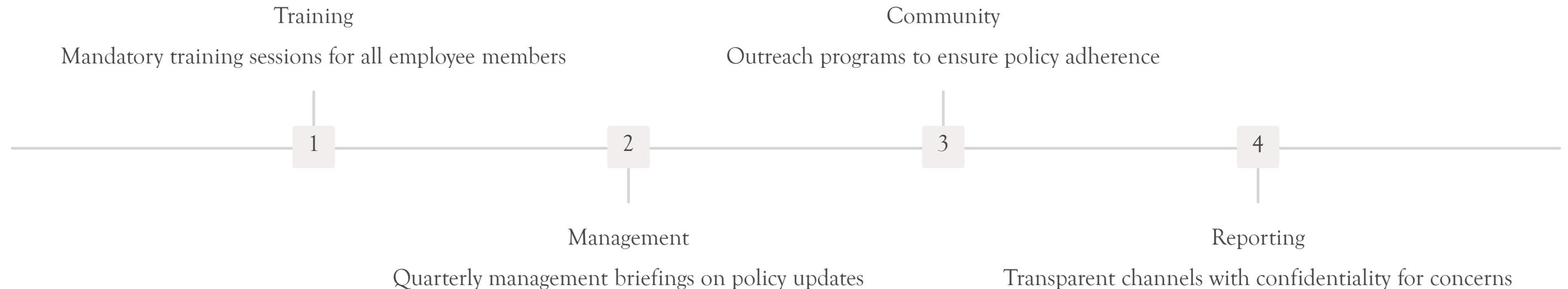




# Code of Conduct & Responsible Business

## Anti-Bribery & Ethical Behavior Policy

U Luang Prabang maintains a robust Code of Conduct focused on ethical, respectful, and safe environments for employee, guests, and partners. This policy emphasizes preventing exploitation, human trafficking, child abuse, and harassment.



Responsibilities are clearly defined: HR manages training, management enforces policies, and front desk employee assist with guest reporting. We regularly review and update our procedures to uphold high ethical standards, fostering a safe and responsible environment.

# Sustainability Targets for 2026 and Beyond

Our long-term strategy comprises specific goals to be achieved by 2025, 2026, and up to 2030. This includes:



## **Transportation**

Transitioning to electric shuttle services and promoting employee helmet use



## **Water Conservation**

Reducing water use in guestrooms



## **Pest Control**

Continue adopting eco-friendly pest control methods



## **Renewable Energy**

Investing in renewable energy certificates



## **Certification**

Achieving green building certifications such as LE

# U Luang Prabang Sustainability Goals

U Luang Prabang is fully committed to continuously improve our targets and reduce our environmental impacts, measuring our reductions and working within a clear path. Our key sustainability targets are outlined below:

<b>Item</b>	<b>Scope</b>	<b>Baseline</b>	<b>Unit</b>	<b>Reduction target</b>
LPG Consumption	Scope 1	0.27	Kg	2%
Electricity	Scope 2	1.89	kWh	5%
Water	Scope 3	551.93	Litres	2%
General Waste	Scope 3	0.3	Kg	3%

These targets are measured and reported on monthly basis to ensure progress towards our sustainability objectives.

Due to the high seasonality of the Luang Prabang market, our benchmark for reductions and baselines is calculated based on average yearly consumption per guest. However, our targets are measured on monthly basis by comparing year on year.

# Sustainability Targets for the coming years

## Renewable Energy & Green Building

- Install solar panels and invest in renewable energy certificates (RECs) to power part of our operations.
- Implement solar water heating systems in guest rooms and laundry facilities.
- Retrofit facilities with energy-efficient air conditioning management system.
- Strive to achieve green building certifications such as LEED or EDGE for new and renovated properties.

## Waste Reduction & Recycling

- Expand comprehensive recycling and composting programs across all departments.
- Eliminate single-use plastics entirely within the hotel operations.
- Promote zero waste initiatives by reducing, reusing, and recycling as standard practice.

## Guest Engagement & Education

- Offer sustainable tourism experiences, eco-tours, and activities that promote environmental education.
- Incentivize guests to participate in sustainability practices such as towel and linen reuse programs.
- Publish an annual sustainability report to transparently communicate progress and initiatives.

## Carbon Footprint & Energy Use

- Implement advanced carbon footprint tracking tools, such as e-calculators, to monitor and report greenhouse gas emissions in real time.
- Strive for net-zero operations by 2030 through energy efficiency, renewable energy adoption, and offset programs.

## Sustainable Procurement & Food

- Prioritize locally sourced, organic, and sustainably farmed ingredients for all F&B operations.
- Implement sustainable purchasing policies for amenities and cleaning supplies.
- Increase procurement of eco-labeled products with certifications like FSC, Green Seal, and Energy Star.

## Biodiversity & Landscaping

- Develop onsite gardens or urban farms to grow herbs and vegetables for use in F&B offerings.
- Create habitats to support local biodiversity, including bee hotels, butterfly gardens, and birdhouses.
- Use native, drought-tolerant plants for landscaping to conserve water and support local ecosystems.