



# Carbon Credit Trading for Hotels

Turning Sustainability into a  
New Revenue Stream

Meaningful Tourism Centre



# Challenges Hotels face today

- High electricity bills
- Increasing water costs
- Waste disposal burden
- Guests demanding green hotels
- Reporting and Certification requirements



# The Solution for Your Property

Turn your sustainability commitments into tangible financial returns and a powerful brand differentiator. Meaningful Tourism Centre in partnership with AIROI Inc. offers the easy one-stop solution to

- Reduce energy and water consumption
- Reduce waste disposal costs
- Earn from Carbon Credit Trading
- Earn from Water Credit Trading
- Improve brand positioning
- Attract eco-conscious guests
- Generate data for reporting and certification



## Green Carbon Wallet

(Carbon, plastic, biochar credit certification & trading)





# Meaningful Tourism Centre

- Meaningful Tourism Centre is a non-profit organisation based in London, with headquarters in Kathmandu and partners and trainers around the world
- Founded by Prof. Dr. Wolfgang Georg Arlt FRGS FRAS – “PROF M”
- Promotes the growth of a Meaningful Tourism Economy globally
- Provides a holistic approach to sustainable tourism and hospitality
- Supports hotels and resorts with working transformation strategies
- Acts as a reliable strategic long-term partner



# What is Meaningful Tourism?

The Meaningful Tourism paradigm defines six main stakeholders in tourism and hospitality. All six need to receive objective benefits and subjective satisfaction from tourism and hospitality activities to support the sustainable development of destinations, companies and organisations, to mitigate and adapt to climate change and to successfully perform transformative processes within a fast-changing world.

Meaningful Tourism is a holistic approach to sustainable tourism development, which includes all key stakeholders. It involves aligning benefits and satisfaction, with measurable Key Performance Indicators (KPIs) for continuous improvement.

Carbon Credit Trading is part of the Meaningful Tourism Economy



# Carbon Credit Trading within Meaningful Tourism Economy

- Reduce resource consumption
- Measure verified savings
- Generate tradable credits
- Earn revenue
- Strengthen sustainability positioning
- Attract better guests and partners
- Find and retain motivated employees



# How the Program Works: A Simple 4-Step Process

1

## **Assessment & Baseline**

We analyze your hotel's current energy, water, and waste usage to establish a precise emissions baseline.

2

## **Optimisation & Reduction**

Implementation of tracking your reduction progress

3

## **Verification & Credit Generation**

Converting your verified reductions into high-value, tradeable carbon and water credits.

4

## **Trading & Revenue**

Finally, selling your credits on the global carbon markets, delivering regular revenue directly to you

# Your Triple Win



## Lower Costs

Reduce energy, water, and waste costs with data-driven efficiency improvements.



## New Revenue

Earn income from verified carbon and water credits generated by your sustainability efforts.



## Stronger Brand

Enhance your green image with guests, corporate clients, and employees.



# How It Works in Your Hotel

- Assessment & Data Integration
- AI-based real-time monitoring
- Resource optimisation program
- Verified savings & certification
- Carbon & Water Credit generation
- Trading & revenue distribution



# Typical Cost Savings

Energy savings: 10% – 25%

Water savings: 15% – 30%

Waste cost reduction: 10% – 20%

Example (80-room hotel):

Annual energy bill: \$200,000

20% savings = \$40,000 annual savings

## Up To 30%



# Low-Risk Financial Structure

- Performance-based fee models
- Optional investment coverage models
- Reduced upfront risk
- Revenue-sharing aligned with results



# Strategic Advantages for Your Hotel

- Stronger SCG/ESG reporting
- Support for sustainability certifications
- Improved investor attractiveness
- Higher guest trust & satisfaction
- Increased staff motivation



# Why Partner with Meaningful Tourism Centre?



- Tourism & Hospitality specialised sustainability integration
- Global network
- Training & strategic support
- Integration into Meaningful Tourism positioning

All inquiries and agreements are coordinated through MTC.





# Contact Us to Get Started

For further information, please reach out to the Meaningful Tourism Centre.

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