



THE LEADING STANDARD AND PLATFORM FOR REGENERATIVE LUXURY

Turn regenerative luxury into *your competitive advantage.*

Beyond sustainability: Regenera Luxury helps hotels and retreats **measure, manage and grow their revenue, and prove their regenerative impact — validated by independent audit.** The result: greater profitability and resilience, and a verified positive legacy that raises value for investors, guests and communities.

150⁺
ECOSYSTEM

18
COUNTRIES

4
CONTINENTS

1st
WORLD'S LEADING
REGENERATIVE-LUXURY
CERTIFICATION

PRESENTED BY

UN Tourism

PUBLISHED IN

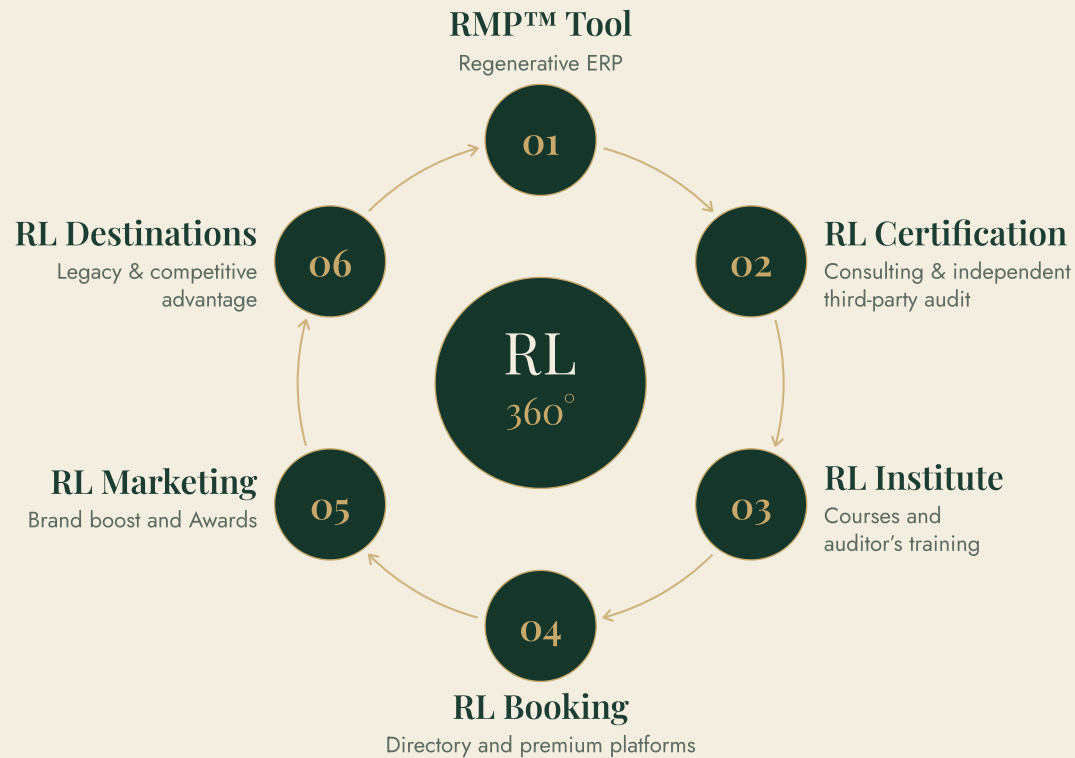
Forbes

HOTELS
PUBLISHED FOR INDUSTRY
SINCE 1960

Food & Travel
MAGAZINE

Everything you need to lead — *in one system.*

Today, luxury is also wellbeing and balance — for people, places and performance. Others hand you a single eco- or sustainability badge; Regenera Luxury gives you the **complete operating system** for regenerative leadership: measure, manage, prove, get recognized, and turn it into revenue.



BEYOND A BADGE · A CATEGORY OF ONE

SUSTAINABILITY CERTIFICATIONS

Verify you do **less harm** — respected standards, delivered as a checklist to follow, and a badge.

US

REGENERA LUXURY

Proves positive impact and turns it into revenue. **A complete operating system (RMP with 13 live modules), certification with independent third-party audit (300 KPIs across 9 sections)** — the world's first regenerative-luxury certification.

The RMP™ — your *regenerative operating system*.

Thirteen live modules across every department, with KPIs, alerts, internal audit, approvals & analytics — **300 KPIs across 9 sections**, tied to an independently audited Regenerative Luxury Performance score.

Sustainability — water, energy, carbon & biodiversity.

Finance & Resilience — ADR, RevPAR, forecast & cash.

Verify — your RLP score, roadmap & audit trail.

Regenerative luxury *earns more*.

ADR PREMIUM
Sustainable +5–10% →
+15–35%
REGENERATIVE
Cornell · HVS Global

REVPAR GROWTH
Sustainable ~8% →
+18–30%
REGENERATIVE
WTTC · World Sust. Hospitality Alliance

ASSET VALUE
Sustainable +5–10% →
+15–25%
REGENERATIVE
JLL Hotels & Hospitality

Plus willingness to pay **+25–40%** · guest loyalty **55–75%** · repeat guests **40–60%** — and measurably better for its place: energy ↓ **40–70%** · water **50–80%** · local procurement **60–85%**. Independent benchmarks; not Regenera Luxury client results.

Trusted by leaders. *Yours to join.*



Kent Richards

Former Corporate Wellness Ops Director, Six Senses
· Founder, Wellness World Global

“Sustainability is the art of ‘not damaging’. Now we must go further — adding value to communities through regeneration. It is exactly that conviction that has me actively collaborating with Regenera Luxury.”



Francisca García

CEO, Casa 1800 Hotels

“Being assessed and accelerated by RL has been an honor — and a natural evolution for our hotels.”

FEATURED IN FORBES & NATIONAL GEOGRAPHIC TRAVELER



Glenn Manziuk

CEO, World Sustainable Hospitality Alliance

“Together we make a significant impact across the Caribbean and SEA regions, where we both have strong presence.”

— PRESENTED BY UN TOURISM · RECOGNIZED BY WORLD SUSTAINABLE HOSPITALITY ALLIANCE & AMFORHT —

GLOBAL MOVEMENT ALIGNED TO THE REAL NEEDS



“The future of luxury will not be measured only by profit, but by the positive legacy it leaves behind. I invite you to lead that future.”

Héctor De Castro — Founder & President



Verified. Recognized. *In good company.*

THE CREDIBILITY DIFFERENCE

Verified. *Not claimed.*

This is not a manual or a checklist to complete on your own. We consult and accompany your team through the entire journey, preparing your property for the independent third-party audit — the proof point that protects your brand against greenwashing. A graded standard your property grows into, with us alongside.

WORLD'S FIRST · 300 KPIS · 9 SECTIONS · INDEPENDENT AUDIT

PRECERTIFICATION



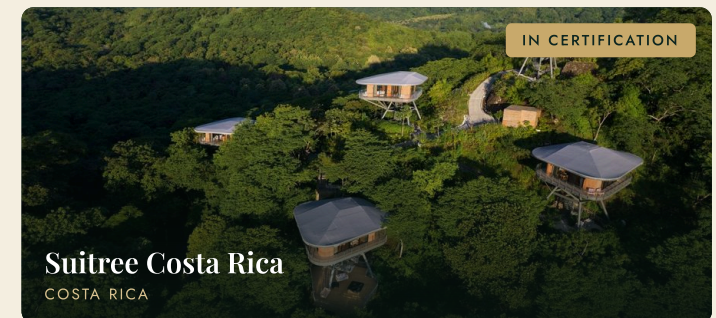
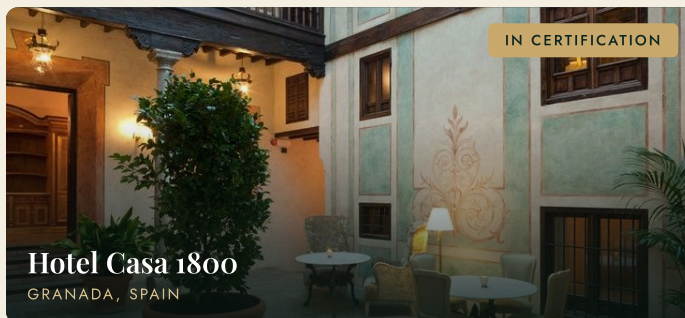
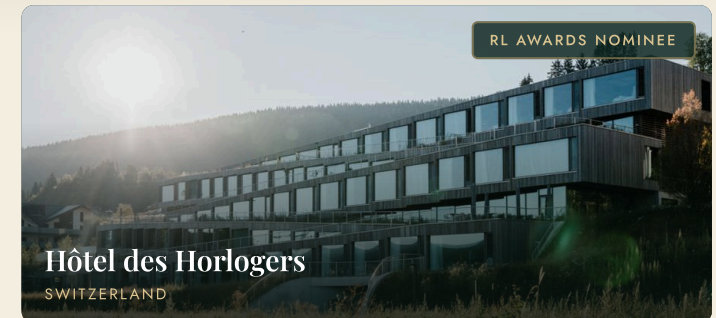
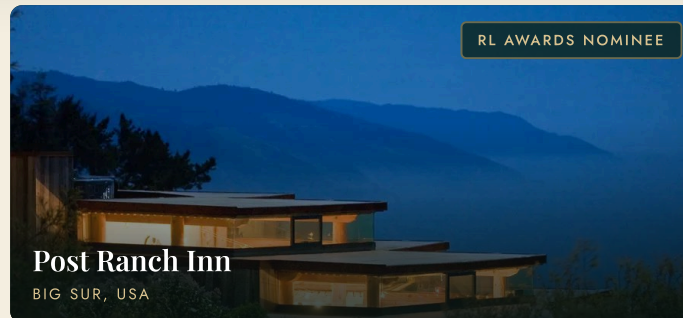
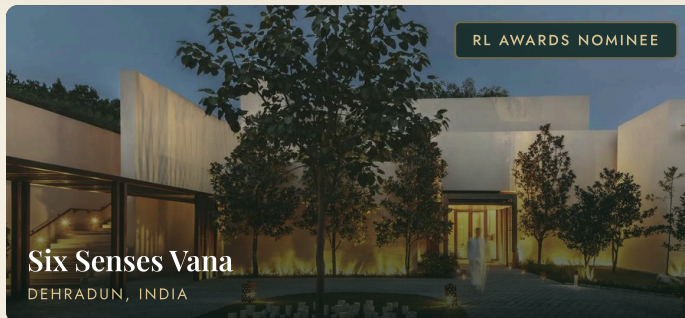
SIGNATURE



GOLD



PLATINUM



Lead your category — *before someone else does.*

AS FEATURED IN — SEEN AT ITB BERLIN · WTM · FITUR · AND FEATURED IN FORBES, HOTELS MAG, FOOD&TRAVEL, INSIDER · LIMITED RECOGNIZED PROPERTIES PER DESTINATION, BY INVITATION.

Request your private briefing ➔

Complimentary RL Score · private RMP demo · certification roadmap · admin@regenera.luxury