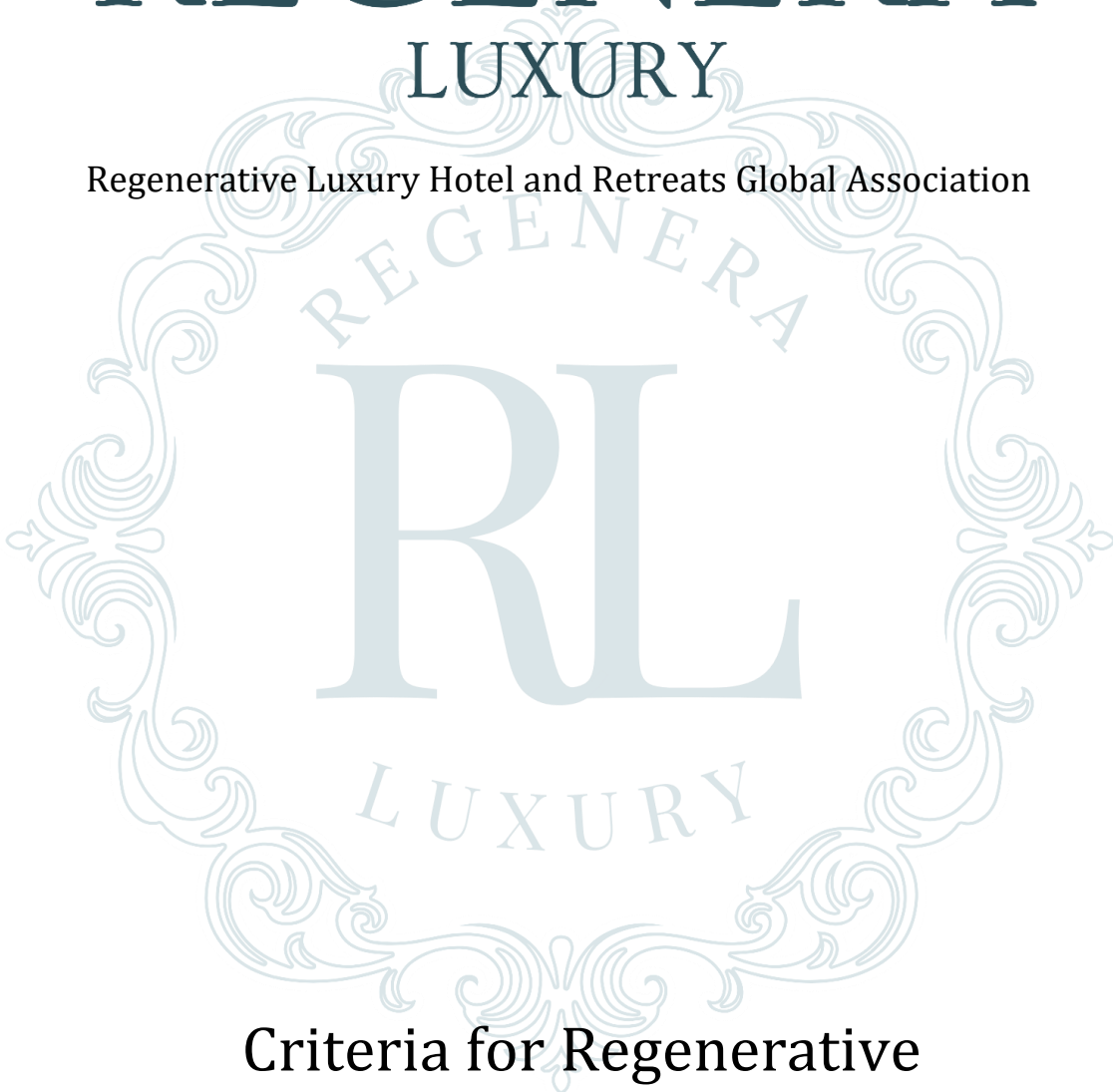




REGENERA LUXURY

Regenerative Luxury Hotel and Retreats Global Association



Criteria for Regenerative Luxury Boutique Hotels and Retreats

VERSION: DECEMBER 3rd, 2023

Introduction

At REGENERA LUXURY, we have established a set of pioneering criteria designed to elevate the concept of luxury within the hospitality and tourism industry by integrating regenerative practices. These criteria go beyond traditional sustainability standards, aiming to redefine luxury as an experience that not only minimizes harm but **actively restores and enhances natural ecosystems, cultural heritage, and community well-being while boosting brand value and profits.**

Our criteria are structured around five fundamental themes: effective planning for regenerative sustainability, Regenerative Construction, Materials and Infrastructure, regenerative activities, social and economic benefits for local communities, cultural heritage, and Environmental Benefits in Luxury Regenerative Boutique Hotels, Retreats, and Holistic Centers. These principles are specifically tailored to luxury hotels, retreats, and holistic centers that aspire to lead the regenerative tourism sector.

Aligned with international sustainability standards, the Regenera Luxury criteria represent the cutting edge of industry benchmarks. They are regularly reviewed and updated to incorporate the latest innovations and best practices in regenerative hospitality. Detailed information on the revision process and how to participate in future updates is available on our website.

Key Uses of the REGENERA LUXURY CRITERIA

- **Certification:** Serve as the foundation for Regenera Luxury Certification, ensuring that properties meet the highest standards in regenerative practices, sustainability, and luxury.
- **Business Guidelines:** Provide essential guidance for businesses of all sizes, helping them implement regenerative practices and select sustainable tourism programs that align with global standards.
- **Market Access:** Enhance market access for regenerative tourism offerings by guiding travelers and travel agencies in selecting providers and programs committed to regenerative principles.
- **Consumer Trust:** Empower consumers to identify and choose tourism businesses that are committed to verifiable regenerative practices, building trust and credibility.
- **Media Recognition:** Set a benchmark for media outlets to recognize and promote leaders in regenerative luxury tourism, ensuring consistent messaging and public awareness.

- **Support for Certification Programs:** Assist existing and emerging certification programs in ensuring their standards align with the regenerative criteria, promoting a unified approach within the industry.
- **Government and NGO Frameworks:** Provide a foundational framework for governmental, non-governmental, and private sector initiatives focused on advancing regenerative tourism.
- **Educational Tools:** Serve as a core reference for educational and training institutions, such as hospitality schools and universities, to develop and deliver curricula on regenerative principles.
- **Leadership and Inspiration:** Act as a beacon of leadership in the regenerative tourism sector, inspiring businesses and destinations worldwide to adopt more regenerative practices.

Application of the REGENERA LUXURY Criteria

We advocate for the comprehensive application of these criteria to the fullest extent possible. However, we recognize that certain criteria may not be applicable in specific circumstances due to local legislation, environmental conditions, or resource limitations, particularly for micro-enterprises and community-owned tourism businesses. In such cases, exceptions must be clearly justified.

Additional guidance on applying the criteria can be found in the supporting performance indicators and glossary published by REGENERA LUXURY.

Performance Indicators

The performance indicators provided are designed as practical tools to assess how well hotels, retreats, and other accommodations fulfill the regenerative luxury criteria. These indicators are regularly updated to reflect new insights and best practices. We invite feedback and suggestions for new indicators or enhancements to ensure the ongoing relevance and effectiveness of our standards.

REGENERA LUXURY CRITERIA

SECTION A: Demonstrating Effective Regenerative Management

The organization has implemented a long-term regenerative management system that is aligned with its scale and context, addressing environmental, social, cultural, economic, quality, human rights, health, safety, and risk and crisis management aspects, while fostering continuous improvement.

A1 Regenerative Management System

A2 Legal and Ethical Compliance

A3 Transparent Communication

A4 Staff Empowerment and Training

A5 Customer Satisfaction

A6 Authentic and Responsible Promotion

A7 Land and Freshwater Stewardship

A8 Cultural and Environmental Interpretation

A9 Destination Regenerative Leadership

A10 Innovation in Regeneration

SECTION B: Regenerative Construction, Materials and Infrastructure

How luxury regenerative boutique hotels, retreats, and holistic centers integrate regenerative principles into their construction, materials, and infrastructure. It emphasizes the adoption of innovative design practices, the use of sustainable and locally sourced materials, and the implementation of infrastructure that not only reduces environmental impact but actively contributes to ecosystem restoration and community well-being. This approach aims to set new standards in creating spaces that enhance both environmental health and guest experience.

B1 Regenerative Design

B2 Resource Efficiency

B3 Zero Impact Construction

B4 Accessibility and Inclusivity

SECTION C: Regenerative activities

How luxury regenerative boutique hotels, retreats, and holistic centers can incorporate regenerative activities into their guest experiences. It highlights practices that promote personal well-being, environmental healing, and energy harmonization. This section focuses on activities that enhance guests' connection with nature, offer holistic wellness experiences, and integrate practices for cleansing and revitalizing both personal and environmental energies. The goal is to create transformative experiences that foster both individual growth and planetary health.

C1 Guest Participation in Regenerative Activities

C2 Internal Energies and Wellness

C3 Environmental Harmony

C4 Community and Cultural Engagement



SECTION D: Social and Economic Regeneration for the Local Community

Section D delves into the impact that luxury regenerative boutique hotels, retreats, and holistic centers have on the social and economic fabric of their local communities. It focuses on how these establishments can contribute to the regeneration of local economies and societies by fostering community engagement, supporting local businesses, creating equitable employment opportunities, and promoting cultural and social development. This section aims to ensure that the presence of these properties positively influences and enriches the local community, enhancing both its economic vitality and social cohesion.

D1: Community Engagement and Support

D2: Local Employment

D3: Local Procurement

D4: Support for Local Entrepreneurs

D5: Prevention of Exploitation and Harassment

D6: Equality of Opportunity

D7: Fair and Decent Work

D8: Community Services Impact

D9: Regeneration of Local Livelihoods

SECTION E: Cultural Heritage and Regeneration

Section E explores the role of luxury regenerative boutique hotels, retreats, and holistic centers in preserving and revitalizing cultural heritage. This section emphasizes how these establishments can contribute to the conservation and celebration of local traditions, historical sites, and cultural practices. It highlights strategies for integrating cultural heritage into the guest experience, supporting local arts and crafts, and ensuring that operations respect and enhance the cultural significance of the area. The goal is to ensure that these properties not only preserve but actively regenerate and promote the rich cultural heritage of their locations.

E1 Cultural Interaction

E2 Cultural Heritage Protection

E3 Cultural and Heritage Presentation

E4 Artifacts and Historical Pieces

SECTION F: Environmental Benefits in Luxury Regenerative Hotels, Retreats, and Holistic Centers

Section F focuses on the environmental benefits that luxury regenerative hotels, retreats, and holistic centers can achieve through their operations. It addresses how these establishments can go beyond traditional sustainability practices to actively regenerate and enhance their natural surroundings. This section covers strategies for conserving resources, reducing pollution, supporting biodiversity, and restoring ecosystems. It emphasizes the importance of integrating environmental stewardship into every aspect of the guest experience, from eco-friendly construction and energy-efficient systems to waste reduction and conservation efforts. The aim is to demonstrate how these properties can serve as models of environmental regeneration, contributing positively to the planet while providing a unique and restorative experience for their guests.

E1 Conservation and Regeneration of Resources

E2 Pollution Reduction

E3 Regeneration of Biodiversity, Ecosystems, and Landscapes