

LAB8
Service Experience Laboratory

7 HOSPITALITY ECO TRENDS

Trends Report 2/2019

TRENDS





7 HOSPITALITY ECO TRENDS



Zero Waste Lifestyles and Businesses



Responsible Traveling



Green New Luxury



Urban Farming



Immersive Technologies



New Ways of Mobility



Bringing Outdoor and Nature to Indoors



ZERO WASTE LIFESTYLES AND BUSINESSES

More and more people are developing a sustainable and zero-waste lifestyle. This includes adopting new ways of combating waste creation, altering their carbon footprint and the changing of diet. Companies are also embracing the circular economy.





ZERO WASTE LIFESTYLES AND BUSINESSES

All types of businesses are putting their efforts into creating sustainable business models to tackle issues such as water and food loss, waste, carbon emissions and plastic usage.



Zero Waste Businesses

Businesses like car manufactures, beverage manufactures, retail, hotels and restaurants are making big strides to become zero waste. E.g. [Sheraton San Diego Hotel & Marina](#), [Hotel Ribno in Slovenia](#), [Restaurant Nolla and Maannos in Finland](#), and [Silo restaurant in the UK](#) are eliminating waste by composting every scrap and piece of leftover food directly on-site.



Search for non-plastic

Wood-made, compostable coffee capsules, coffee packed in compostable bags, re-usable take-away-cups, carrier bags made from corn... companies are seeking and creating alternatives for plastic. E.g. [Delta Cafés Delta Q capsules](#), [S'well Stainless Steel Straws](#).

Reusable and renewable water

From brewers to utilities to industrial companies, more companies are investing in recycled wastewater (e.g. [Sam Lords Castle Hotel](#)). Eco-friendly systems use solar powered "hydro panels" and pull moisture from the air to create drinkable water. E.g. [Fog Point](#), [Zero Mass Water](#).



Businesses for Social Good

There are an increasing number of innovations designed to promote social good. Food providers prepare high-quality (vegetarian) dishes from surplus raw materials that are collected from traders and producers. Businesses are helping the unemployed and immigrants to find work as well as delivering food and other resources to charity, or those in need. E.g. [Loop in Helsinki](#), [Sharebite](#), [Fareshare](#).



RESPONSIBLE TRAVELING

Responsible practices in general and in tourism specifically are necessities nowadays. Consumer awareness is rising, and conscious travellers demand responsible actions.

53% of Finns, especially females and the younger demographic, consider responsibility to be important in traveling abroad and are ready to pay for it. Responsible tourism consumer research by Haaga-Helia UAS (2019)





RESPONSIBLE TRAVELING

If fair and equal wages were promised to travel destination employees, 58% of Finns would be willing to pay more for their trip. Finns would also like to give financial support to a destination for environmental protection (51% of Finns).

Responsible tourism consumer research by Haaga-Helia UAS (2019)



A growing number of Finnish travelers are seeking out locally-sourced and authentic products for souvenirs.

Responsible tourism consumer research by Haaga-Helia UAS (2019)

Good choices

According to a Booking.com report, over half (55%) of global travellers are determined to be more sustainable in their travel choices than a year prior. However, there are barriers that include a lack of knowledge and availability for appealing options when trying to put this into practice.



Choosing travel by land

Travelling by train, bike or on foot inspires travellers for the experience and for environmental reasons. An Expedia survey shows that Europe's generation Z is especially interested in train travel, and according to a WWF survey (2019), 18% of Swedes chose to travel by train rather than air. This has given rise to the term "flygskam" (flying shame). [E.g. Responsible Travel and Planet Rail for organized travel by land.](#)



Sustainable stays are popular

According to a Booking.com sustainable travel report, almost three quarters (73%) of global travellers intend to stay at least once in eco-friendly or green accommodation when looking at the year ahead.

[E.g. Green Key Global - programme](#)

Plastic problem and plogging on vacation

Plastic waste has been the talk of the year and as one example, the popular destination Maya Bay in Thailand has been permanently closed for tourists because of waste and environmental damage. Companies and individuals are, however, beginning to tackle the plastic problem with activities such as "Plogging", which combines jogging and collecting trash. There are several initiatives for plogging and the battle against single-use plastics such as [Corona x Parley: 100 Islands Protected by 2020](#) and [My Green Trip](#), which offers cleaning kits for travellers.



GREEN NEW LUXURY

A photograph of a person in a wooden canoe on a calm lake, surrounded by lush green trees and a rocky shore. The scene is peaceful and scenic, with the water reflecting the sky and the surrounding foliage. The person is in the center of the frame, paddling the canoe. The background shows a vast expanse of water and distant land under a clear sky.

Green new luxury is all about the rising demand for businesses that provide eco-friendly luxurious offerings. This means luxury products, services and experiences with sustainable values.



GREEN NEW LUXURY

Green new luxury consumers are part of an affluent market that is increasingly well educated and concerned about social and environmental issues. The **Deloitte Global Millennial Survey (2019)** shows that Millennials and Gen Zs value businesses which have a positive impact on the environment and community.



Socially Conscious Subscriptions

Socially conscious subscriptions allow subscribers to give back and receive some ethical and sustainable gifts in return. The subscriptions include sustainable and ethically made products like vegan and eco-friendly mascara, artwork (which supports both local and global artists) and wellness products. [E.g. Causebox™, Winc, Globe In.](#)



Solar-Powered Accommodation

Accommodation companies are making major strides in decreasing their carbon footprint with the completion of solar projects. [E.g. The St Regis Aspen Resort, Abu Dhabi's Aloft Hotel.](#)

Eco-Glamping

Eco-glamping gives people the opportunity to reconnect with nature from the comfort of a luxury rental with high-end amenities. From tree houses to yurts, authentic safari tents, tipis to cabins and camping trailers. [E.g. Kamp Koren in Slovenia](#)



Picture: Visit Finland



Low-Impact Fashion

"Fashion companies such as in footwear, favour the use of natural materials like real hayfield grass or jute – a renewable fibre with a positive carbon footprint – and chrome-free or vegetable-tanned leathers that make the most of by-products from the food industry. [E.g. Reformation's Shoe Collection, nat-2, Norm sustainable sneakers.](#)



URBAN FARMING

Urban farming is a growing global eco-trend and it is a way to increase access to locally grown food. It eliminates the need for refrigeration and long-distance transport, thereby helping to preserve the environment whilst supplying fresh products for the growing cities of today.





URBAN FARMING

The world's population is expected to rise to more than 9 billion by 2050. In this scenario, food production needs to increase by 70%.* Providing food with less resources is becoming a necessity.

**The UN's Food Administration Organization's (FAO) estimate*

Protecting water

According to UNDESA, by 2025 two thirds of the global population could be living in water-stressed conditions. [Heineken](#) announced its 2030 water vision in support of the United Nations Sustainable Development Goal 6. Additionally, large wineries such as [Gallo](#) have started similar processes. New methods such as no-soil farming and dry-farming, and new technologies are pushing the yield frontiers further.



Recreational Farming

Interacting with natural surroundings helps people to reconnect with nature and research shows that being exposed to plants can have a positive effect on wellbeing. People are using their farming plots in private yards and rooftops to reconnect with nature and other community members whilst revitalizing urban areas. E.g. [Rooftop Republic](#).



Vertical Farming

As the urbanization of the world continues its expansion, vertical farms are trending particularly in high-density cities. Vertical farms supported by new technology advances can supply residents and visitors with fresh crops, regardless of the time of year or weather conditions. E.g. [AeroFarms](#), [Evergreen Farm](#), [Sky Greens](#).

Automated Farms

Urban farms are introducing artificial intelligence, robotics, sensors and other tools to automate the production of fruits, vegetables and edible plants and insects. E.g. [CityCrop](#), [Freight Farm](#), and robot farming startup [Iron Ox](#).



IMMERSIVE TECHNOLOGIES



Immersive technologies such as Virtual Reality (VR) and Augmented Reality (AR) are being used as empathy and cognitive enhancement tools to make abstract issues more visceral and personal. AR is making citizens reconnect with green and blue spaces.



IMMERSIVE TECHNOLOGIES

Immersive technologies are allowing companies to create all-encompassing experiences, which immerse people in the big environmental issues of today and possible futures.



Augmented Reality

Augmented Reality apps give runners, bikers and hikers the ability to plan, experience and relive routes in an entirely new way and AR sculptures make any environment an art installation.

E.g. Jeff Koons's virtual 'Balloon Dog', 'Liminal Encounters' in Hong Kong.



VR and 3D Modeling for Food Delivery

With VR Apps, users can visualize the meal and see its exact size and the ingredients used. This is the sort of digital connection that implementers hope to increase customer commitment to reducing unsuccessful orders and food waste.

E.g. [Kabaq](#)



Visions of the Future

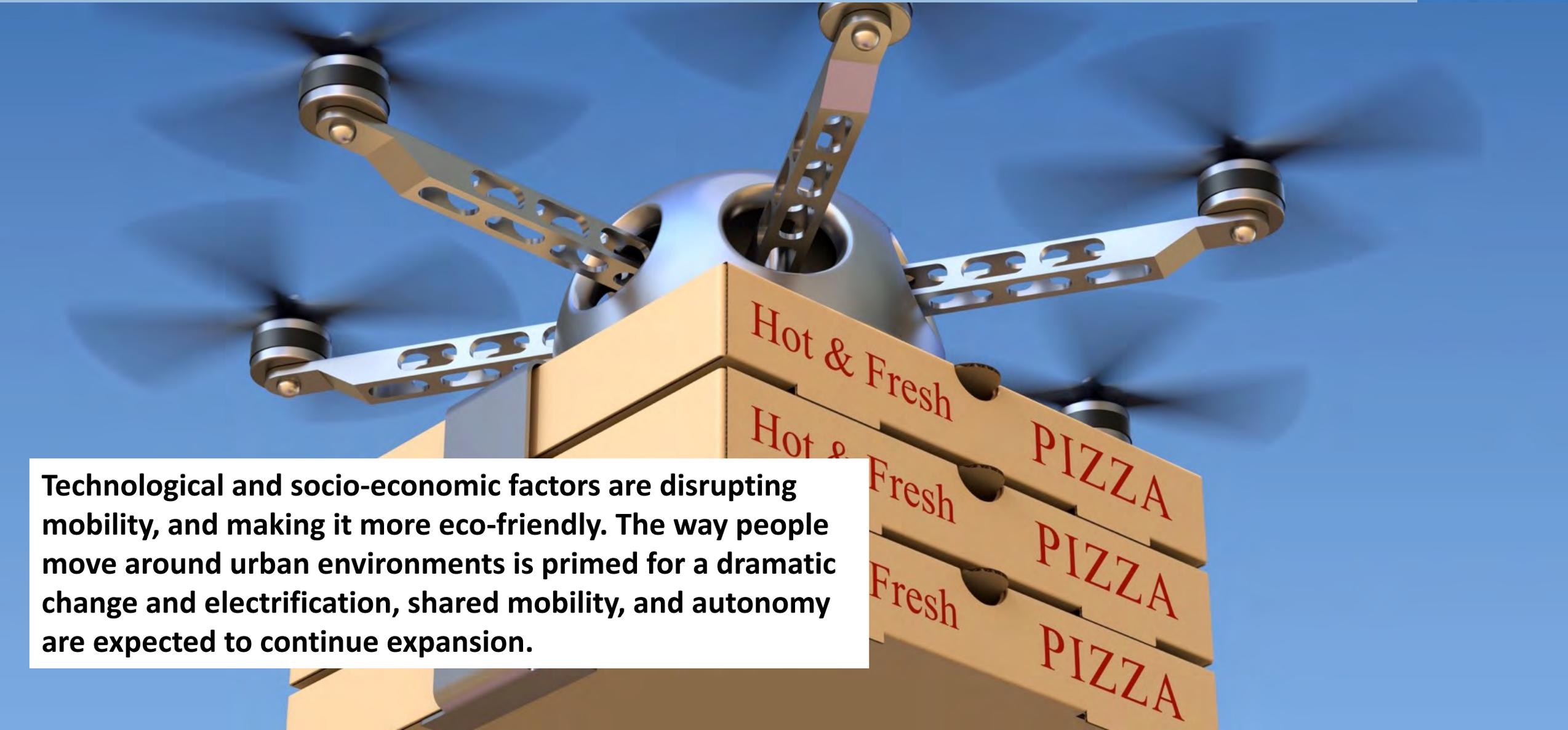
The Stanford Ocean Acidification Experience (SOAE) is a VR simulation across 4 different experiments that increases knowledge and empathy whilst galvanizing people to act.

VR and AR change product perceptions

The use of AR and VR technologies allows companies and customers to change the visual appearance of food and drink in real time. Customers can use a head-mounted display to view foods and modify the texture, smell, taste and color, while still keeping the original food item intact. Similarly, VR apps allow people with food allergies to "eat" foods that are potentially harmful or restrictive. E.g. [Project Nourished](#)



NEW WAYS OF MOBILITY

A 3D rendering of a drone flying against a blue sky, carrying a stack of four pizza boxes. The drone has four propellers and a central body. The pizza boxes are stacked vertically and feature the text 'Hot & Fresh' and 'PIZZA' in red. The drone is positioned in the upper center of the frame, with the pizza boxes extending towards the bottom right.

Technological and socio-economic factors are disrupting mobility, and making it more eco-friendly. The way people move around urban environments is primed for a dramatic change and electrification, shared mobility, and autonomy are expected to continue expansion.



NEW WAYS OF MOBILITY

Distribution channels are facing a change and different vehicles are being used to get products into customers' hands. Employing 'smart' marketing helps companies to build and maintain a solid reputation in the community. This often involves creating and experimenting with different distribution channels and modes.

Valencia Higuera, Houston Chronicle



Distribution of restaurant meals

[Uber Eats](#) strives to take over food distribution as more and more customers want to eat their food at home. All restaurants at Toronto Airport can take orders at the gate or lounge when HMS Host and Uber Eats start transporting food. PepsiCo is also experimenting with transport robots on campus and the Russian [Dodo's Pizza](#) is continuing its drone transport experiments which now includes in China.



Compacting services

Brands and small entrepreneurs that specialize in or function with deliveries are compacting services by offering electric bike delivery options. This shift comes as a direct response to urban populations rising, with brands seeking eco-efficient and personalized methods of catering. [E.g. Ebike4Delivery](#)

Zero-Emissions

Sightseeing Boats

[Maid of the Mist](#) in Niagara Falls are launching all-electric boats that will offer a zero-emission mode of transport.

Environmentally friendly vehicles

39% of Finns would support use of environmentally friendly vehicles at the holiday destination.

Responsible tourism consumer research by Haaga-Helia UAS (2019)





BRINGING OUTDOOR AND NATURE TO INDOORS



The time we spend indoors working in man-made surroundings has stimulated the construction of a variety of structures inspired by nature. The development of compact city living spaces are forcing people to give up backyards, with new ways of bringing nature indoors emerging.

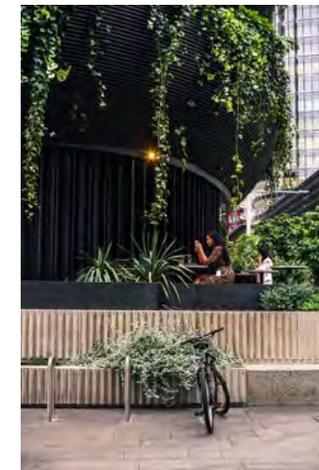


BRINGING OUTDOOR AND NATURE TO INDOORS

It is a must for those who stay inside: According to the Environmental Protection Agency, most people in the United States spend more than 90 percent of their lives inside buildings. Features that make people more relaxed and productive in indoor environments have significant positive effects on many lives.

Biophilic design

Adding Mother Nature to indoor spaces is becoming more imperative for people in urban areas. Due to the large amount of hours spent indoors, people are bringing a multiplicity of natural elements inside. By bringing nature indoors, the quality of the living spaces are enhanced and one's wellbeing is improved. Plants can improve the quality and freshen up indoor air and nature can also work as objects of décor or even as a generator of electricity. [E.g. Just Vertical, One Central Park](#)



Indoor gardens in businesses

Paris has opened a competition for rebuilding the fire-damaged Notre Dame and there have been some proposals for turning the roof area into a garden. E.g. Vincent Callebaut architectures would rebuild it into a garden that produces fruits and vegetables, and which would produce more energy than it uses. Also [Changi Airport in Singapore](#) is well known for the Safdie Architects' bio-dome and the indoor waterfall. Additionally, the Healing Garden in The Neuro's North Wing of [Montreal's Neurological Institute and Hospital](#) welcomes patients, staff, students and visitors seeking a tranquil space. [E.g. Cityland Mall's Central Park.](#)

AI Indoor Gardens

Described as a "fully automated air purifier, humidifier, and living plant wall all in one," [Naava](#) is leveraging AI in the design of its smart green wall.

Thank you

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