



Is **profitable sustainability**
just a **greenwashed** dream?

The Facts: Consumers Care



- 72% of travelers globally **prioritize sustainable travel** (FutureBusiness)
- 81% **planned eco-friendly stays** in 2021 (FutureBusiness)
- 78% **intend to choose sustainable accommodations** (PressReader Blog)



- Sustainability is a differentiator attracting eco-conscious consumers
- Consumers are willing to pay a premium for it (Booking.com)
- Younger generations, like Millennials & Gen Z, drive the demand - this demand is here to stay.

Leveraging sustainability to attract the new generation is a **permanent communications objective**.

The Facts: Evolving Consumer Attitudes

1990s to Early 2000s (Amari Bangkok opened in 1994)

Initial Awareness: Limited impact of sustainability on consumer choices, with eco-friendly practices appealing to a niche market.

Mid-2000s to Early 2010s

Rising Awareness: Increased environmental awareness led to a preference for hotels with green certifications, marking sustainability as an emerging factor in consumer decisions.

Early 2010s to 2020

Mainstream Concern: Sustainability became a significant consideration for a broader consumer base, influenced by social media and transparency.

2020 to 2024

Critical Decision Factor: The pandemic heightened the demand for sustainable practices, making it a key differentiator in consumer choices.

2030

In 2021, the United Nations (UN) declared the climate crisis a "code red" for humanity. The UN warns that the world must halve its carbon emissions by 2030.

Consumers **prefer sustainable brands**.

Sustainability is now a **core demand**.

Satisfying it is a **business necessity**.

But can it be **profitable**?

Amari Bangkok: Sustainable Actions as Assets

We interpret our diverse **sustainable actions as assets**. They are **used in marketing strategy formation** and in **communication with stakeholders**. Assets **translate into real value** for both guests and the brand.

Actions



Assets

Storytelling & Activation: Our commitment to ESG efforts adds to our content strategy and enables us to prioritize storytelling that is centered around sustainability, while staying true to the core story of the restaurant.

Rewards & Incentives: Our sustainable strategy formation allows us to create incentives and rewards for customers to choose sustainable stay options.

Meeting Demands: A satisfied consumer is likely to practice brand loyalty, spend more and feel better about the overall hospitality experience.

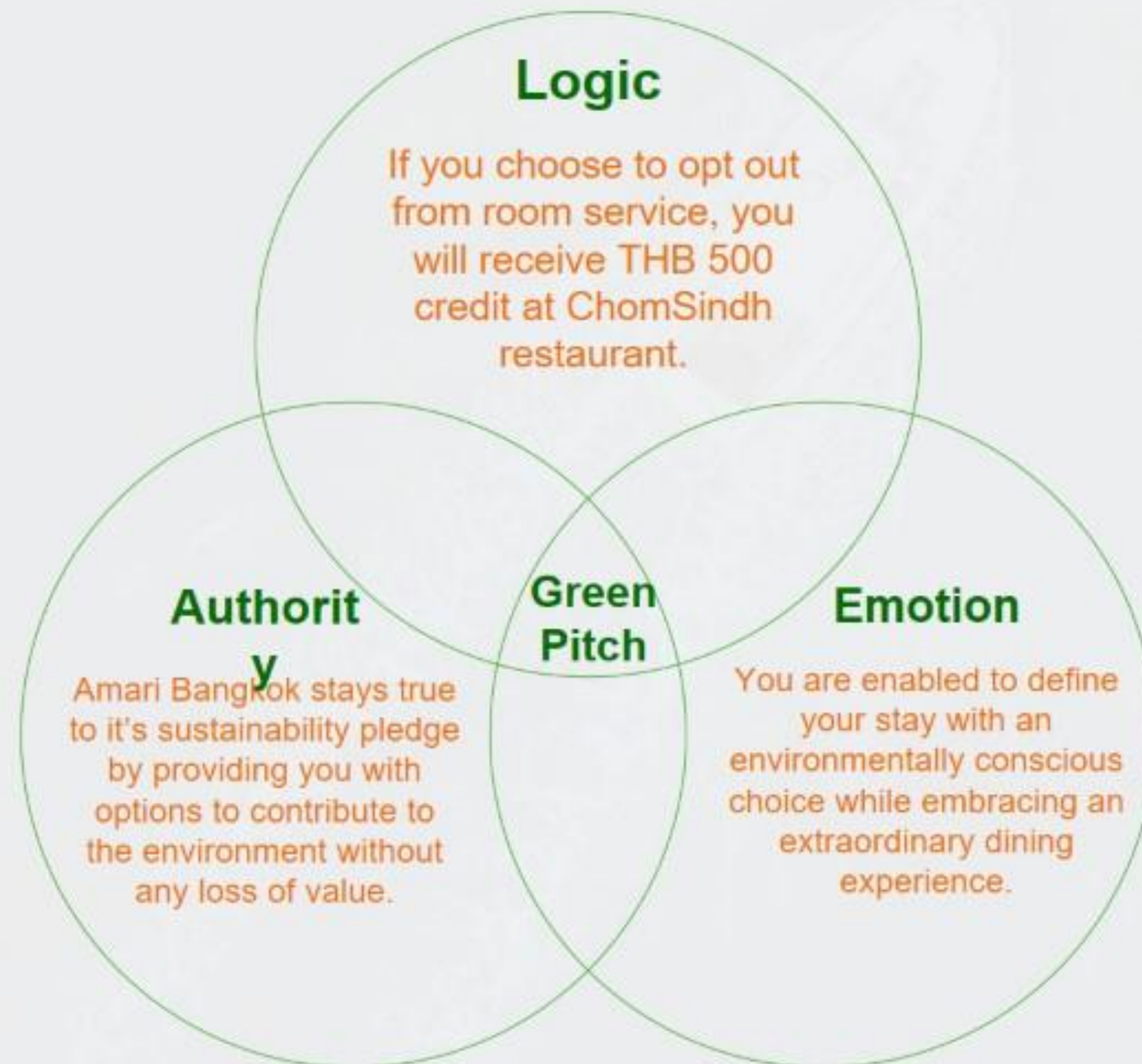
Market Leadership: By placing sustainability as the core of our operations, we ensure that Amari Bangkok not only shows an example in the market, but also continues its story and legacy as a reputable, sustainable, trusted brand that cares about consumers and the environment.

Assets are used to form the offers, rewards and incentives.

The Green Pitch: Amari Bangkok x ChomSindh Offer

We offer our guests to **opt out of housekeeping services to receive THB 500 credit at ChomSindh restaurant**. We appeal to our target audience by using appeals to **logic, authority** and **emotion**. This works as a marketing promotion, generating profit, making the guests feel good and justifying the sustainable presence of ChomSindh.

Appeal to Consumers



Appeal to Stakeholders



What's your Green Pitch?

ชอมสินธุ์

CHOMSINDH