PEOPLE · TOPIC GUIDE B5

# Access & guests

Accessibility for guests and staff, guest safety and satisfaction.

**WHAT THIS COVERS**

Accessibility features and an audit (PPL-08), and guest health, safety and wellbeing including a guest sustainability satisfaction score (PPL-09).

**WHY IT MATTERS**

Accessibility is one of the 12 Basics and a growing legal requirement; guest satisfaction is where sustainability shows up in reviews and repeat bookings.

## How to track it well

1. Run or commission an accessibility audit and record the features that exist.
2. Each quarter take the guest sustainability satisfaction score from your survey or review platform.
3. Attach the audit and the survey summary.

## Your first month

1. Walk the guest journey from car park to room with accessibility in mind and note barriers.
2. Publish accurate accessibility information on the website, including what is not accessible.
3. Add one sustainability question to the guest survey.

**WORKED EXAMPLE (ILLUSTRATIVE FIGURES)**

Sixty-two per cent of surveyed guests answer the sustainability question, with an average of 7.8 out of 10, scored against a target of 9.

## Where the data comes from

- Accessibility audit
- Guest survey / review platform export
- Front office

**EVIDENCE TO ATTACH**

Audit document; survey or review export.

**HOW OFTEN, AND WHO**

Audit on change; satisfaction quarterly (front office or marketing).

## Common pitfalls

- Claiming accessibility on the website that the audit does not support
- Using overall guest score instead of the sustainability-specific question

## What the research says

- Guest participation rises with positive anticipated feelings (pride, a sense of accomplishment) and with a personal sense of obligation; awareness of the problem helps mainly by feeding those feelings. Tell guests what their choice achieves and thank them for it.
- Showing the hotel's own commitment increases guests' concern and their willingness to act, so guest communication and visible practice should go together.
- People on holiday often switch off habits they keep at home and explain it away as part of being on holiday. Do not rely on guest effort: make the lower-impact option the default (refill rather than bottle, towel reuse unless asked) and keep it effortless.
- Stated intentions overstate real behaviour, so check any guest initiative against what actually happened: counts, weights, opt-ins.

Source: Han, Chua & Hyun (2020), International Journal of Hospitality Management 87 — survey of 407 US hotel guests (stated intentions, not measured behaviour). Pizzetti et al. (2024), Journal of Sustainable Tourism 32(11) — in-depth case study of young travellers on one cruise. Viglia, Dolnicar, Acuti & Nicolau (2024), Journal of Sustainable Tourism 32(11) — methods paper on the gap between what tourists say and do. Findings are summarised in our own words; they come from specific samples and may not hold everywhere.

## What you record

2 attributes make up this topic. Each lists the data points to enter; anything marked “calculated for you” needs no entry.

### Accessibility PPL-08

When it changes

Accessibility categories met (physical, visual, hearing/cognitive), accessible rooms, published accessibility information and an improvement plan

Evidence: Accessibility audit · Scoring: in place = 100, not in place = 0

| No. | Data point | How it is entered | Asked for by |
|---|---|---|---|
| PPL-08.1 | **Accessibility measures in place** | Yes / no | – |
| PPL-08.2 | Accessibility categories met | Choice | GK 1.11 (≥1) · GSTC B5 |
| PPL-08.3 | Accessible rooms (n of N) | Count | – |
| PPL-08.4 | Accessibility information published | Yes / no | GSTC B5 |
| PPL-08.5 | Audit & improvement plan | Document | – |

### Guest health, safety & wellbeing PPL-09

Quarterly

Guest safety measures in place and guest sustainability satisfaction score (0–10)

Evidence: Guest survey / review platform · Scoring: target 9 · floor 5 score

| No. | Data point | How it is entered | Asked for by |
|---|---|---|---|
| PPL-09.1 | **Guest health, safety & wellbeing** | Score | – |
| PPL-09.2 | Guest survey / review platform | Document | – |

## Ready-for-audit checklist

- Every attribute above has a value for the current period, submitted (not left as a draft).
- Each measured value has its bill, invoice, log or photo attached.
- Any estimated figure is marked as estimated, with the real figure entered when it arrives.
- Flagged readings have been confirmed or corrected.
- The method is written down: which meters, sources or records feed each number.
- Policies and registers are dated, owned by a named person and reviewed this year.

## What a certifier will ask

The certification criteria this topic supports, in plain words, and the Canoprise attribute that holds the evidence.

| Scheme | Criterion | What it asks for | Supported by |
|---|---|---|---|
| GSTC Hotel v4 | A3 | Guest and staff welfare | PPL-09 |
| GSTC Hotel v4 | A8 | Guest experience | PPL-09 |
| GSTC Hotel v4 | B5 | Access for all | PPL-08 |
| Green Key | 1.11 | Accessibility for at least one category of need | PPL-08 |
| Green Key | 1.18 | Accessibility for a second category (guideline) | PPL-08 |
| EarthCheck | 3.3.4 | Emergency planning and response | PPL-09 |

Criterion titles are Canoprise's short paraphrases of WTTC Hotel Sustainability Basics, the GSTC Hotel Standard v4 and the Green Key 2026–2031 hotel criteria; read the scheme's own text before applying. This mapping is our reading; your certification partner decides what is met.
EarthCheck clause titles paraphrase the EarthCheck Company Standard v4.2.

## Where it is reported

The same data answers the reporting frameworks: GRI disclosures, SASB Hotels & Lodging metrics and CSRD (ESRS) topics. These are referenced, not scored.

| Framework | Reference | What it asks for | Supported by |
|---|---|---|---|
| GRI | 416-1 | Customer health and safety | PPL-09* |
| CSRD | S4 | Consumers and end-users | PPL-08*, PPL-09 |

* gives part of what the reference asks for. Titles are Canoprise's paraphrases; check the official standard before you publish. GRI 102 and GRI 103 replace GRI 305 and 302 from 1 January 2027.

## Record sheet

Print and keep by the meter, scale or register; enter the figures in Canoprise when the period closes. For metered items use one line per meter, source or stream.

| Ref | What | Period from | to | Reading / quantity | Unit | Evidence kept | Initials |
|---|---|---|---|---|---|---|---|
| PPL-09.1 | Guest health, safety & wellbeing | | | | score | | |