



A group of people sitting around tables talking at YHA Adelaide Central, SA (Sustainable Tourism Certified)

Building a More Sustainable Future: Why Certification Matters for Accommodation Providers

Today's travellers are increasingly seeking more sustainable ways to explore the world — and accommodation providers are at the heart of this movement.

Australians travel vast distances both at home and abroad. Every journey has an environmental footprint, but there are growing opportunities for the tourism industry, particularly accommodation providers, to lead the way in promoting responsible travel. One of the most impactful steps businesses can take is to gain globally recognised and independently verified sustainability certification.

Sustainability in tourism is no longer a niche expectation — it's a mainstream priority. Research shows that 84% of global travellers now consider sustainable travel important, and 45% are drawn to accommodations with third-party sustainability certification ([Booking Holdings, 2024 Sustainability Report](#)).

For accommodation providers, achieving certification shows guests that you are taking meaningful action to minimise your environmental impact and support positive

outcomes for communities. Programs like Ecotourism Australia's [Sustainable Tourism Certification](#) help operators benchmark their performance, continually improve, and demonstrate genuine commitment.

Major platforms such as Booking.com and Google are now highlighting operators with recognised certifications, making it easier for travellers to choose businesses aligned with their values. Major hotel groups, including Accor and YHA Australia, have embraced the shift — investing in certification across their Australian properties to meet growing guest expectations. But it's not just for large accommodation chains — small and medium-sized businesses are equally stepping up, using certification to stand out, build guest trust, and demonstrate leadership in sustainability.

Accommodation providers play a vital role in creating a more sustainable tourism industry. Practical steps — from improving energy and water efficiency, cutting waste, investing in renewable energy, and reducing reliance on single-use plastics — not only lessen environmental impact but also strengthen business resilience and appeal to increasingly conscious travellers.

Certification supports businesses to take these actions in a structured and measurable way. It also provides a powerful way to communicate your sustainability journey to guests, showing that you're going beyond words and delivering real outcomes.

Every step we take matters — and the momentum for sustainable travel is only growing. More travellers are choosing businesses that align with their values. More platforms are rewarding businesses with recognised certifications. And more accommodation providers are stepping up to lead change.

If you're ready to strengthen your sustainability credentials, enhance your guest appeal, and future-proof your business, now is the time to act.

Learn more about Ecotourism Australia's certification programs and start your journey today: [Your Sustainability Pathway | Ecotourism Australia](#)