



# Premier Inn Middle East Sustainability Survey 2024

بريمير إن  
Premier Inn  
Rest easy



FORCE FOR  
GOOD

# Sustainability Survey | Overview



Open between  
5 and 30  
September 2024



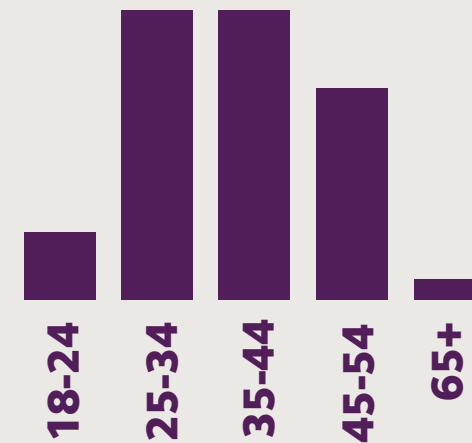
Focus on the UAE  
and Qatar



880  
Responses



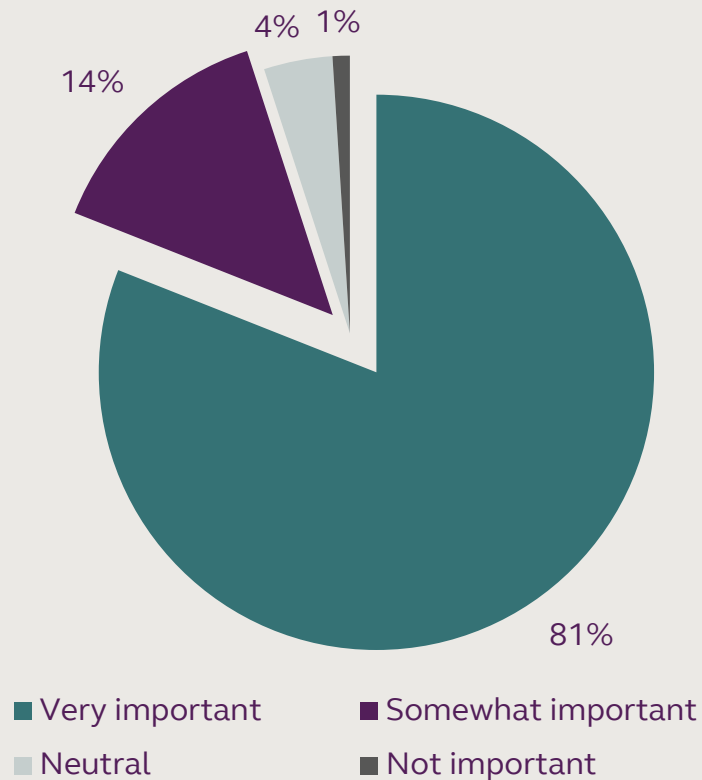
60% Male  
40% Female



**Methodology:** Premier Inn Middle East shared the survey with guests and social media followers in September 2024. There were 880 respondents from the UAE, Qatar and rest of the world combined. The reported results only consider respondents residing in the UAE and Qatar.

# Sustainability Survey | Importance

Day to day, how important is looking after the environment to you?



YES



96%

No



4%

The UAE is aiming to achieve net zero emissions by 2050, do you feel motivated to live a more sustainable lifestyle?

Have you ever considered a hotel's environmental practices when booking a hotel?



79%



21%

Have you ever considered a hotel's awards or certificates for good environmental practices when booking a hotel?

*For example: Green Key, TripAdvisor's GreenLeaders, Dubai Sustainable Tourism Stamp*



63% have considered a hotel's awards or certificates for good environmental practices when booking a hotel



16% have not considered awards or certificates in their booking decisions



21% are not aware of any such awards or certificates

# Sustainability Survey | Booking Priorities



When you book a hotel, what is most important?

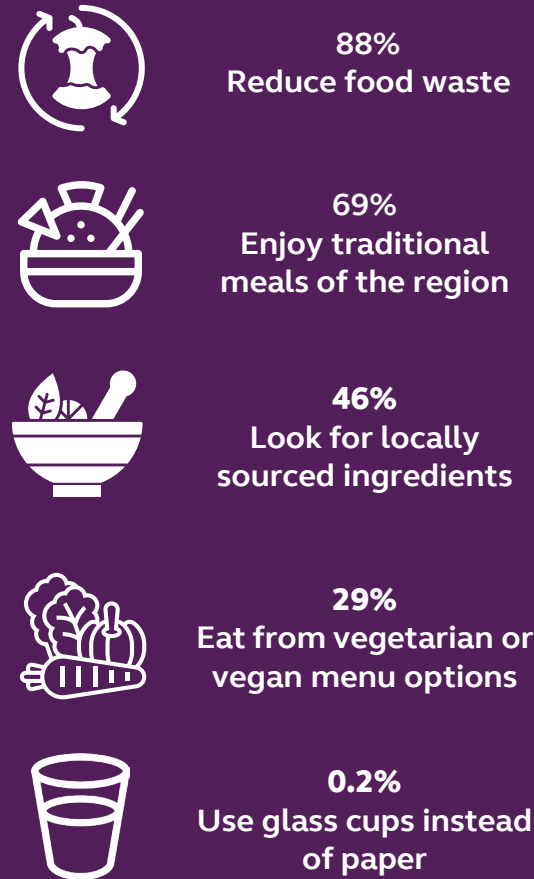
- 1** **Location** 
- 2** **Price** 
- 3** **Guest Reviews** 
- 4** **Facilities** 
- 5** **Environmental Practices** 
- 6** **Other** 

# Sustainability Survey | Actions

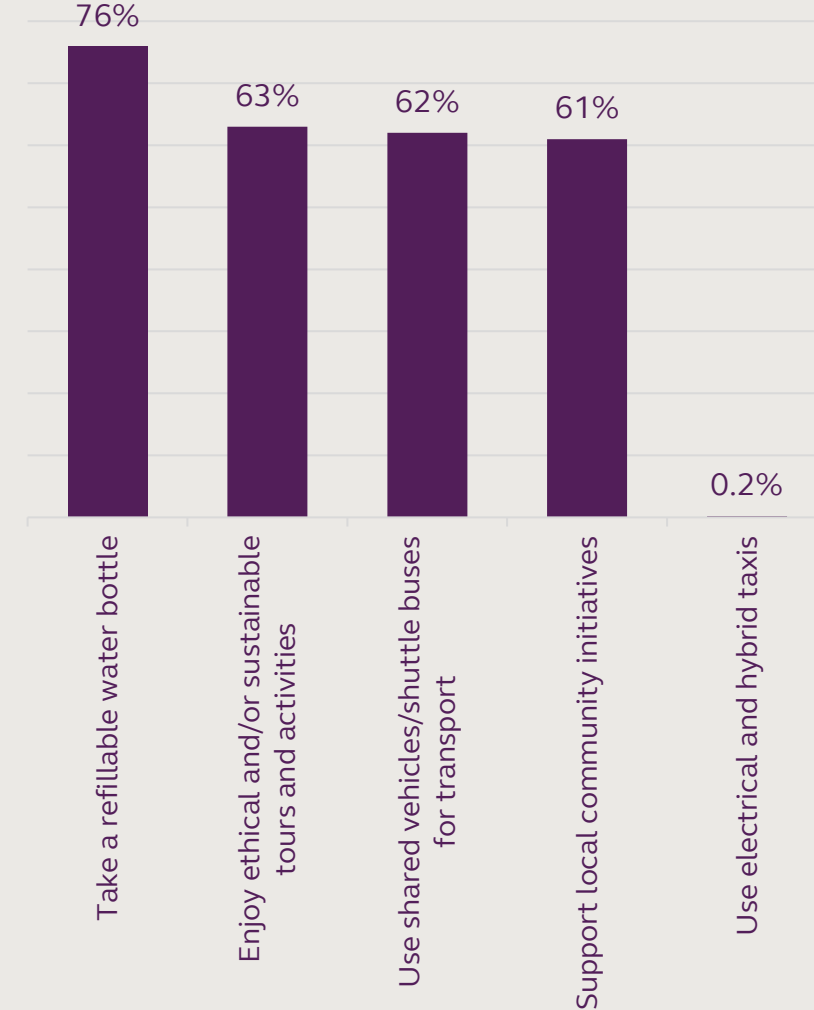
## In hotel rooms:



## In the restaurant:



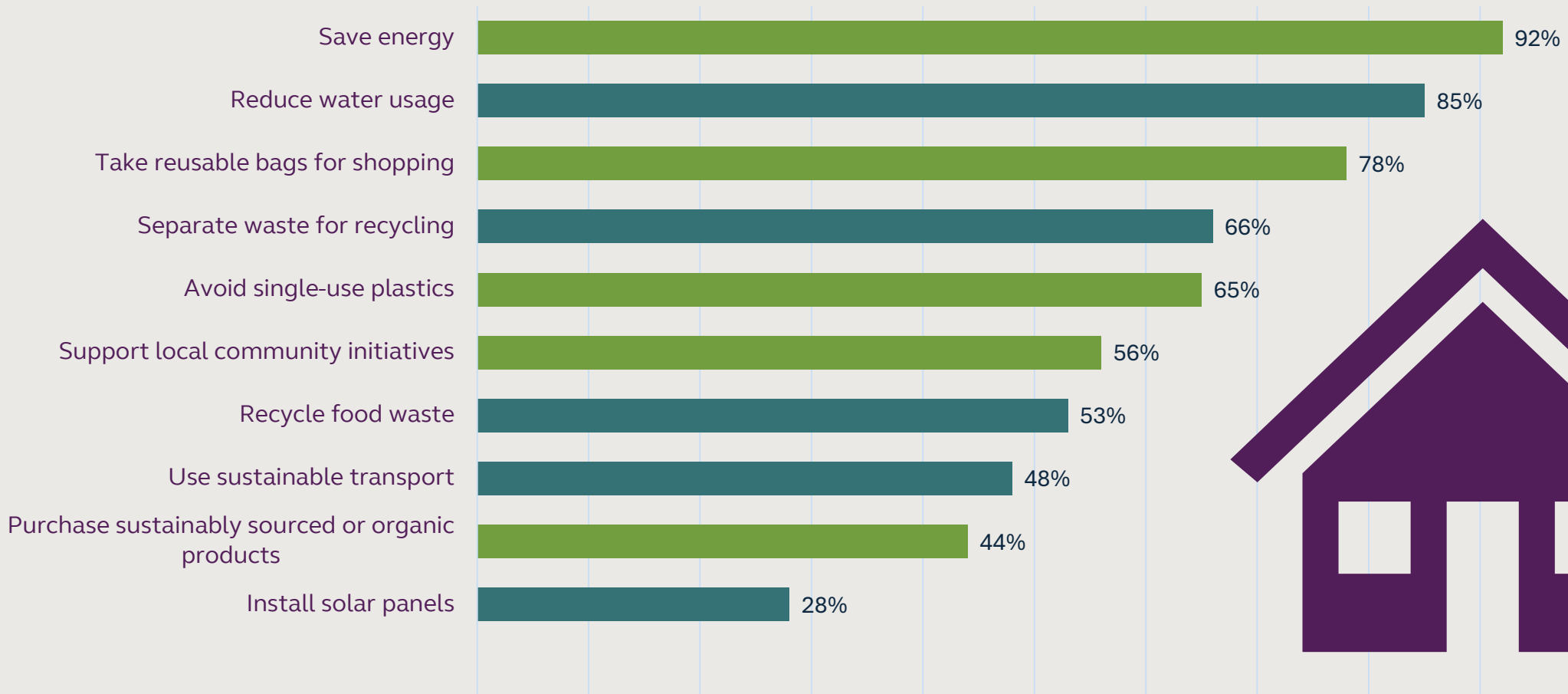
## Out and about:



# Sustainability Survey | Actions



## What do you do at home to be more sustainable?



# Sustainability Survey | Activities

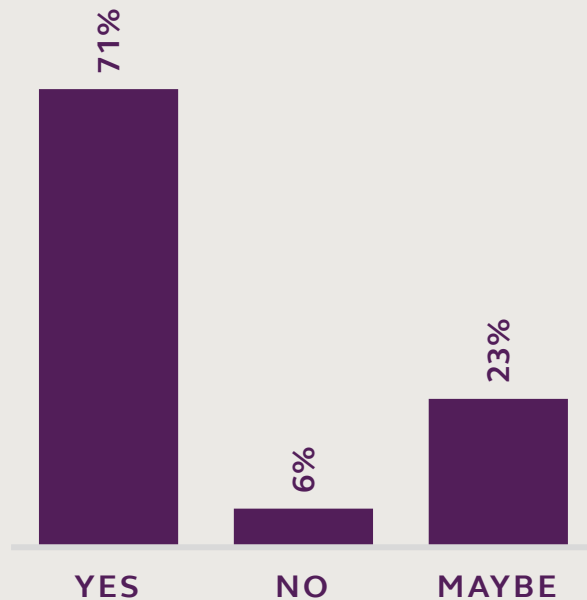
When staying at a hotel,  
would you like to...



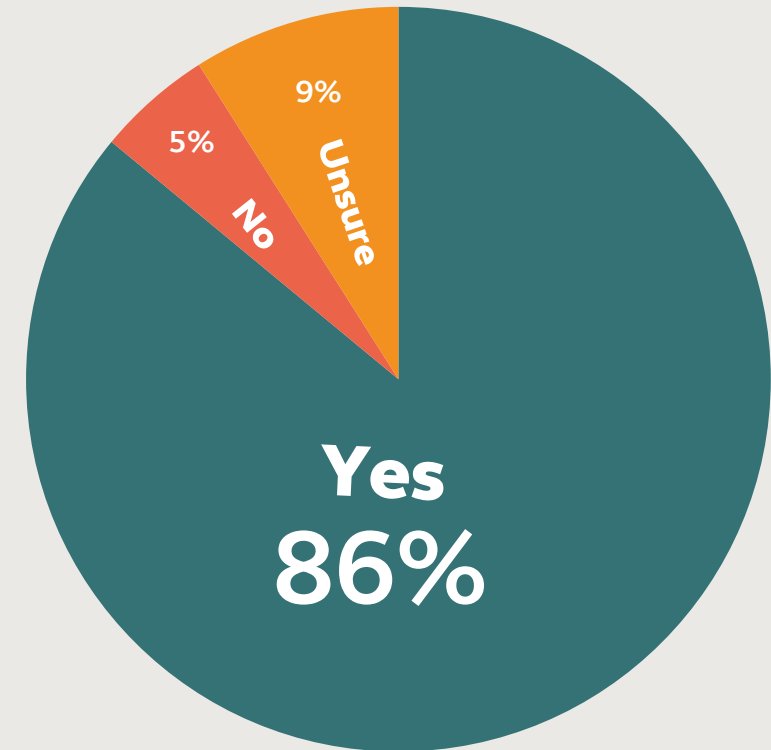


# Sustainability Survey | Education

Do you feel you want to educate others on sustainability?



Would you like hotels to educate guests on the importance of environmental practices when travelling?





# Thank You

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