

HOTELS FOR TREES | 2025

# Impact Report

# Founder's Message

It is with great pride that we present the Hotels for Trees Impact Report 2025. What began as a simple idea, planting one tree for every day a hotel guest chooses to skip room cleaning, has grown into a global movement proving how small, everyday choices can create meaningful environmental impact. This year, 60 new hotel partners joined our mission, helping us plant 286,057 trees across 45 reforestation projects worldwide.

The impact in this report goes beyond numbers. Together with our reforestation partners, local communities, and dedicated hotel partners, we are restoring ecosystems, improving biodiversity, and strengthening climate resilience. From peat swamp restoration in Borneo to regenerating fire-affected landscapes in Italy and revitalizing forests in the Netherlands, our projects show how collective action brings degraded environments back to life.

In 2025, we also strengthened our foundation by launching new technology integrations, introducing an improved website and dashboard, expanding our team, and further establishing our presence in North America and Australia. These developments allow us to better serve our partners and scale our impact in a thoughtful, future-proof way.

As we look ahead to our fifth anniversary in 2026, our ambition remains clear: to grow a global community of hotels committed to measurable environmental change and to reach our milestone of planting one million trees by the end of 2026. None of this would be possible without the trust and engagement of our partners and guests.

Together, we grow.

Floris Licht | Founder of Hotels for Trees



# What to expect

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Hotels for Trees aims to make the hotel industry more sustainable by converting room cleaning cost savings into newly planted trees.

Our goal is to expand our operation across the globe in the years to come, whereby we aim to plant at least 1 million trees per year as of 2027, together with our partners.



# Who Are We?

# Our Team

Who are we?



*Linde Borger - Chief Tree Planting Officer*



*Hugo van Roermund - Tree Planting Officer Australia & New Zealand*



*Edwin Schaerlaeckens - Tree Planting Officer North America*



*Camila Bühler - Partnership Manager Germany*



*Floris Licht - Founder*



*Jean-Marc Ziadé - Market Manager France and Belgium*



*Anna Dekker - Partner Success Lead*



*Sikko Baltus - Brand & Marketing Support*



*Daniel Johnson - Partnerships Officer Technology*



*Jorien Licht-Geerts - Tree Planting Allround Support*



*Joost Erik van Rooij - Supervisory Board*



*Tarik Azaroual - Supervisory Board*



*Robbert Rogier Stout - Supervisory Board*





The Hotels for Trees Foundation is making a concrete contribution to a more sustainable hotel world, one in which one new tree is planted for every day a guest chooses to skip room cleaning. We do this together with our hotel partners by converting the savings from room cleaning into the planting of new trees. In our work, we are supported by a number of hotel-affiliated strategic partners and industry associations.

This initiative is important because it addresses global environmental challenges in a practical and scalable way. Reforestation plays a vital role in combating climate change by absorbing CO<sub>2</sub> from the atmosphere, restoring biodiversity, improving soil quality, and supporting healthier ecosystems. By planting trees, we actively contribute to climate mitigation efforts while helping to regenerate natural landscapes.

At the same time, the hospitality industry has a significant environmental footprint. By integrating sustainability into everyday hotel operations, we enable hotels to reduce water and energy consumption, lower emissions and waste, without compromising guest experience. Guests are empowered to make a positive environmental choice during their stay, turning awareness into direct action.

Today, hundreds of hotel partners have joined the initiative, and we operate in 17 countries worldwide, with regional operations in Europe, North America, and Australia. United by a shared mission, our collective goal is to plant at least one million trees per year by 2027, contributing to a greener, more resilient planet for future generations.

# Our mission

# Our impact - SDGs we support



## 8 DECENT WORK AND ECONOMIC GROWTH



### SDG 8 - Decent work and Economic Growth

By collaborating with local organizations to plant and maintain trees, we help create decent work opportunities and support stable, long-term income for local communities. Our partnerships contribute to sustainable economic growth while strengthening environmental stewardship.

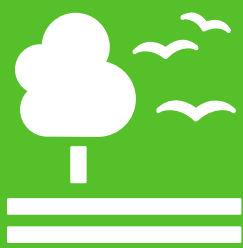
## 11 SUSTAINABLE CITIES AND COMMUNITIES



### SDG 11 - Sustainable Cities and Communities

Through our planting projects in and around urban areas, we create accessible green spaces that improve residents' quality of life and strengthen urban resilience. By involving local communities, we foster connection, ownership, and direct benefits from healthier, more vibrant natural environments.

## 15 LIFE ON LAND



### SDG 15 - Life on land

In partnership with dedicated local organizations, we not only plant trees but also ensure their long-term care and survival. Through these collaborations, we help enhance biodiversity, restore natural habitats, and support healthier ecosystems. This approach allows our projects to create lasting environmental impact.

## 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



### SDG 9 - Industry, innovation, infrastructure

Through innovation in housekeeping practices, we actively support the transition towards a more sustainable hotel industry. By raising awareness and offering a concrete solution to reduce environmental impact (together with our strategic partners), we foster sustainable industrialization in hospitality.

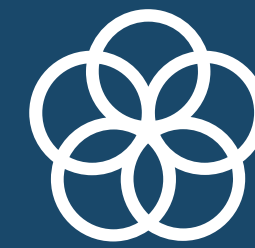
## 13 CLIMATE ACTION



### SDG 13 - Climate action

By planting trees, absorbing CO<sub>2</sub> emissions, and raising awareness, we directly support global climate action. Our efforts promote more sustainable practices. Through continuous education and tangible environmental initiatives, we play an active role in climate action.

## 17 PARTNERSHIPS FOR THE GOALS



### SDG 17 - Partnership for the goals

Through partnerships with forestation organizations, technology providers, and hotels across our European, North American and Australian operations, we actively contribute to a more sustainable industry and a healthier planet.



**257**

hotels are  
part of Hotels  
for Trees  
across the  
globe

**25%**

of multiple day  
stayover guests  
choose Hotels for  
Trees

**45**

forestation projects  
supported worldwide

**276.026**

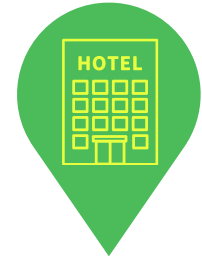
trees planted

**60**

New hotelpartners



Forestation Project



Hotel Partner



# Where do we plant?



# Planted Trees Overview 2025

## Planted by European partners

NL - Greening the countryside	3000
NL - Drenthe	10200
NL - Friesland	2956
NL - Limburg & North-Brabant	7000
NL - Leeuwarderbos	5520
BE - Bilzen	1000
Scotland	15883
Portugal - Faia Brava Reserve	2101
Italy	8800
Germany - Langerwehe	2000
Germany - Merzig-Saarland	1500
EU - Cycle for change	5000
Madagascar	23506
Vietnam	22281
Borneo	34095
Bolivia	29257
Mexico - Mangrove	41625

**Total: 215.724**

## Planted by North American partners

Minnesota - Restoring Forests	468
Michigan	6488
Montana	223
California (re-)Forestation project	3213
Colorado	4000
Florida	189
Reforestation in New Brunswick	1133
Ontario - Forests Restoration	500
British Columbia - Reforestation	925
Alberta - Reforestation	964
Mexico	30
Guatemala	364
Brazil	36
Kenya	401
Madagascar - Reforestation	6550
Philippines - Reforestation	1284

**Total: 26.768**

## Planted by Australian partners

The Big Scrub Project	9669
Victoria & Tasmania	16609
Western Australia	6891
Southern Australia	365

**Total: 33.534**



# Tree Planting Days



Together with multiple forestation partners, we have organized many successful planting days in the Netherlands, Belgium and Australia.

- Leersum, NL - 17 January
- Byron Bay, AUS - 30 January
- Melbourne, AUS - 30 June
- Adelaide, AUS - 16 July
- Perth, AUS - 18 July
- Bilzen, BE - 27 November

Unfortunately, we were unable to organize tree planting days in North America, as our partners there operate in remote locations and rely on experienced staff to ensure high-quality planting efficiently.

## Our Impact



During the Leersum planting day, 24 of our dedicated hotel partners joined forces to plant 1,900 trees, actively contributing to forest restoration and biodiversity enhancement in the region. Together with Trees for All, we planted black alder, downy birch, elm, willow, blackthorn, and hawthorn, providing habitats for birds, mammals, insects, and fungi. With that, the project in Leersum was completed.

In South Australia, we joined our reforestation partner, The Forktree Project, for a hands-on planting day, planting approximately 200 native trees and shrubs. The Forktree Project restored 54 hectares of former grazing land, planting around 100,000 trees and shrubs to rebuild a resilient, thriving ecosystem.

The project in Bilzen, Belgium, supported the ecological connection between two nature areas. Trees such as English oak, downy birch, and wild cherry were planted in small groups, surrounded by shrubs to protect them from deer. With a small group of two hotel partners, members from Hotels for Trees, Trees for All, and Limburgs Landschap planted a total of 1,000 trees.

These planting days not only created a tangible environmental impact, but also strengthened collaboration within our partner network, turning sustainability into a shared, hands-on experience.

# PLANTING PROJECTS

## *EUROPEAN CHAPTER*

In Europe, we work together with one reforestation partner to plant native trees across the globe.

In 2025, 215.724 trees were planted in total.



# Reforestation Partner

*of our European entity*



All donations made through us go to Trees for All, who carefully allocate funds to high-quality forest projects across Europe, Asia, Africa, and South America. Their work focuses on creating long-term environmental and social benefits, supporting several UN Sustainable Development

Goals such as Climate Action, Life on Land, and Partnerships for the Goals.

Each project is evaluated using a Theory of Change approach to ensure activities lead to real, lasting results. Trees for All emphasizes project permanence, meaning trees are not only planted but also protected and managed over time by experienced local partners. They prioritize native tree species to restore natural habitats and support biodiversity, including rare and endangered species, following international standards like the IUCN Red List and CITES.

Projects supported are additional, meaning they would not happen without this funding, ensuring donations create real impact. Local communities are actively involved in project design and implementation, which helps protect forests and improve local livelihoods.

Only projects in politically stable countries with safe working conditions are chosen. Trees for All requires secure land rights, including indigenous rights, and follows Free, Prior, and Informed Consent (FPIC) principles to respect and protect indigenous peoples.

They work only with partners who have proven experience in reforestation and forest management, preferably with local teams to ensure proper oversight. Impact is monitored through clear indicators and regular reports, usually twice a year, to ensure accountability and continuous learning.

When possible, projects have sustainable forest management certification. If not, strict rules on ethical behavior, anti-corruption, labor rights, and legal compliance are applied.



# Planting Project

## BORNEO

One of the projects to which we have donated many trees over the years is located in Sebangau National Park in Borneo. This vast natural reserve spans **570,000 hectares** and is home to a rare and valuable ecosystem: **tropical peat swamp forest**.

Built on thick layers of partially decomposed organic matter, these wetlands form spongy, acidic, and nutrient-poor soils that support highly specialized tree species and a rich level of biodiversity.

Peat swamp forests are among the world's most important carbon sinks, storing enormous amounts of carbon in their soils. Sebangau National Park holds one of the largest carbon stocks on Earth, meaning that the loss of this forest would have catastrophic environmental consequences.

### Our Impact

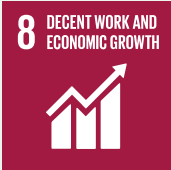
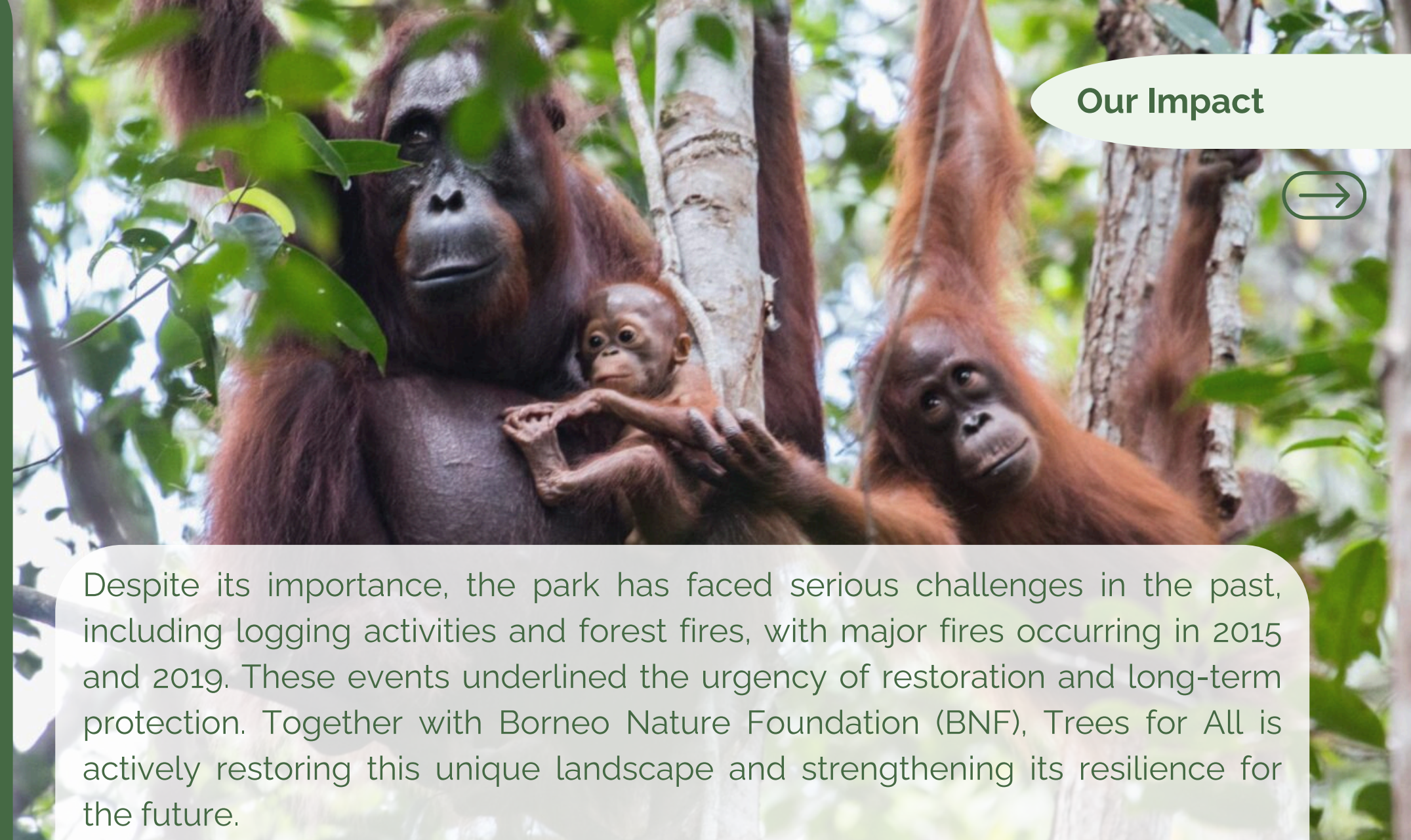


Despite its importance, the park has faced serious challenges in the past, including logging activities and forest fires, with major fires occurring in 2015 and 2019. These events underlined the urgency of restoration and long-term protection. Together with Borneo Nature Foundation (BNF), Trees for All is actively restoring this unique landscape and strengthening its resilience for the future.

Within this project BNF's efforts extend beyond restoration alone. The orangutan population in Sebangau National Park is currently being surveyed, highlighting the project's contribution to safeguarding vital habitat for this iconic species.

Restoration in a peat swamp environment is complex and requires careful planning and monitoring. Extensive research is carried out to ensure that tree species are well suited to local conditions and have the best chance of survival. Newly planted trees are labelled and monitored regularly by BNF, allowing growth and health to be tracked over time and challenges to be addressed early.

*\*information & pictures are provided by Trees for All*





# Planting Project

## BORNEO

The project relies heavily on the dedication and involvement of the local community, for whom this work provides an important source of income. Planting trees in a swamp is physically demanding, with some people travelling up to three kilometres each way, carrying young trees through difficult terrain. Their commitment is essential to the success of the project.

Beyond tree planting, BNF actively fosters community spirit by working closely with people living in and around the forest. Local residents play a key role in protecting and preserving the area, for example by helping to establish and manage tree nurseries in nearby villages. In addition, BNF supports alternative livelihood activities such as vegetable gardens, fish farms, and beekeeping, creating food security, additional income, and strong local support for conservation efforts.

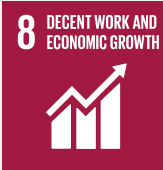
Effective water and fire management are also crucial to the success of the project. BNF has established eight fire-fighting teams, all composed of members from local communities. These teams regularly patrol the area, monitor fire risks, and are equipped with the knowledge and resources needed to respond quickly to outbreaks.

Fire prevention is further strengthened through rewetting measures. In the past, canals were dug to facilitate illegal logging, causing water to drain from the peatlands and increasing fire risk. BNF has blocked these canals using natural constructions made of wood, peat soil, and living trees. Over time, the trees growing on these structures will form natural, permanent barriers, helping to retain water within the park. This not only reduces the risk of fire but also creates healthier conditions for long-term forest growth.

Together with the partners of Hotels for Trees, we have donated 34.095 trees in 2025 to this project.



*\*information & pictures are provided by Trees for All*



# Planting Project

## NEW project since 2025: Italy

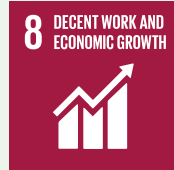
**A large wildfire in 2024 destroyed the the landscape surrounding the Aurunci Mountains Nature Park. The fire disrupted local ecosystems, increased erosion risk and reduced the landscape's ability to recover naturally. Together with Trees for All, we are helping nature recover through a combination of tree planting and assisted natural regeneration.**

This project focusses on forest restoration through assisted natural regeneration, a method-based approach that supports and accelerates natural recovery processes. The restoration activities include manual planting of young trees, seed spreading with seeds from nearby forests to promote natural diversity (also through feeding boxes filled with acorns to encourage birds (Eurasian Jays) to spread seeds), pruning management and grazing restrictions to prevent livestock from eating the young plants.

By combining these measures, the project aims to establish an average of around 600 trees per hectare within five years. A diverse mix of native species is being restored, including downy and holm oak, rowan, cherry, and blackberry and raspberry shrubs. On warmer, south-facing slopes with harsher conditions, drought-resistant species such as the turpentine tree (*Pistacia terebinthus*) are used. This diversity strengthens biodiversity, improves soil stability, supports carbon storage, and increases the landscape's resilience to climate extremes.

The site also carries deep historical significance, as it served as a refuge for women during violent events in World War II, a legacy commemorated through local monuments honoring female protectors of the forest. The project area is located near Esperia, southeast of Rome, adjacent to the Aurunci Mountains Nature Park. Restoration activities are carried out in partnership with Sylva Nova, alongside the Municipality of Esperia, a local NGO coordinating volunteers, the Aurunci Mountains Nature Park providing technical expertise and seed collection, and universities and research institutes supporting monitoring and research.

*\*information & pictures are provided by Trees for All*



# Planting Project

## Ketliker Skar, Friesland

Large parts of the existing forest in Ketliker Skar in Friesland consist mainly of European spruce. These monocultural forests are highly vulnerable to disease, pests, drought and other effects of climate change. Together with Trees for All and local partner It Fryske Gea, new forests are being established with a mix of 25 different tree and shrub species, creating a more resilient landscape.

Ketliker Skar is a diverse nature reserve with forests, heathland, grassland and water, providing habitat for species such as golden orioles, black woodpeckers, pine martens, badgers, tawny owls and various bat species.

Our Impact



Much of Ketliker Skar's forest was planted in the late 19th century, when spruce was introduced primarily for timber production. While these historical plantations shaped the landscape, they also created large, uniform forests.

Today, the forest is being gradually transformed into a more natural, mixed woodland. Former agricultural land and grasslands are being converted into forest, with tens of thousands of trees and shrubs planted across an area equivalent to more than 23 football fields. Over 25 native tree and shrub species are being introduced, carefully selected to fit the landscape and strengthen the forest's resilience. Greater diversity means that if one species struggles, the others continue to sustain the ecosystem, while also providing richer habitat for wildlife.

This restoration supports existing species such as tawny owls, badgers, pine martens and ravens, while also creating conditions for more sensitive species to return, including nightingales and black storks. The new, mixed forest improves soil quality, water retention and climate resilience, helping Ketliker Skar adapt to future challenges.

*\*information & pictures are provided by Trees for All*





# Planting Project

## Ketliker Skar, Friesland

This year, 10.5 hectares of new forest were planted on former agricultural land next to Ketliker Skar, and three grasslands within the reserve were converted into forest; together, almost 10 football fields of new woodland.

It Fryske Gea prepared the soil by ploughing and using a rotary cultivator, creating a structure that helps young trees and shrubs root easily and retain water. Planting was done both manually, with corporate volunteers, and mechanically in other areas. Despite heavy winter rains, all trees and shrubs were successfully planted.

After a dry spring, nearly all trees survived, and many additional species are now appearing naturally, including larch, holly, oak, heather, and birch, showing that the forest is beginning to rebuild itself.

To protect the young trees, the planting areas are fenced with structures over two metres high; the fences will be removed once the trees are mature, in about seven years. The species planted were inspired by the historical oak-hornbeam forests of the region (Stellario-carpinetum).

These include hornbeam, small-leaved lime, wild cherry, field maple, alder, blackthorn, alder buckthorn, holly, crab apple, and juniper. Many produce flowers and fruit, providing food for insects, birds, and mammals.

The new forest is already attracting wildlife: ravens are nesting, a badger sett is active, and a wolf has been spotted. It Fryske Gea continues to monitor flora and fauna to ensure the long-term success of this future-proof forest.

Together with the partners of Hotels for Trees, we donated 2,956 trees in 2025 to this project.

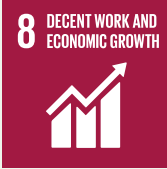
*In March 2025 - during a tree planting day of Trees for All*



*In August 2025 - during a field visit of Trees for All*



*\*information & pictures are provided by Trees for All*



# PLANTING PROJECTS

## AUSTRALIAN CHAPTER

In Australia, we work with four local reforestation partners to plant native trees across the country.

In 2025, 33,534 trees were planted in total.



THE  
FORKTREE  
PROJECT

**FIFTEEN  
TREE5**



# Planting Project

## Byron Bay, Australia

The Big Scrub is the name of the remnant rainforest in the Byron Bay area of northern NSW. Before agricultural clearing, it was the largest expanse of lowland subtropical rainforest in Australia, covering an area of approximately 75,000 hectares. This rainforest, nestled between Byron Bay, Ballina, and Lismore, was home to an incredible array of species that thrived in the rich volcanic soils of Mount Wollumbin.

Tragically, European settlers cleared almost 99% of this magnificent rainforest, leaving less than 556 hectares by 1900. By the 1990s, most of the remaining remnants were degrading under the impact of 140 environmental weeds. Today, the Big Scrub is a critically endangered ecosystem.

Our Impact



The Big Scrub remains a hub for rare and endangered species. We have identified 128 endangered species in the area and grow over 150 species in our nursery to aid in their conservation. The focus of our reforestation partner, ReForest Now, is to plant endangered trees, shrubs, and vines to restore the region and create wildlife corridors across more than 35 key planting sites. This work helps reconnect fragmented rainforest and ensures that the Big Scrub continues to support local ecosystems, providing water to the region's rivers and streams.

### A word from the forestation partner: ReForest now

"We knew, in theory, what ultra-high diversity planting could do, but what we've witnessed has gone far beyond our expectations. Now, these forests are alive again. Moths and butterflies, fungi and epiphytes, insects, snakes and birds have all returned. One tree attracts a bird. The bird carries fungi. The fungi share nutrients between roots. Small plants grow, insects follow, soil is enriched, the canopy closes, the microclimate changes, and suddenly the forest is stitching itself back together. We see this magic unfold every day. Thanks to the donations of Hotels for Trees, landholders now wake up to living forests and the sound of birdsong once again."

*\*information & picture provided by ReForest Now*

8 DECENT WORK AND ECONOMIC GROWTH



13 CLIMATE ACTION



15 LIFE ON LAND



# Planting Project

## Victoria & Tasmania, Australia

Across Victoria and Tasmania, we partner with Fifteen Trees to restore and regenerate native landscapes. By planting a diverse mix of trees, shrubs, and grasses, we aim to rebuild habitats, create vital wildlife corridors, and enhance local biodiversity.

These efforts not only help reconnect fragmented ecosystems, but they also provide essential resources for local wildlife, including shelter, food, and safe passage.

Our plantings support the recovery of endangered species, improve soil health, prevent erosion, and enhance waterway quality, contributing to a more resilient and sustainable environment across the regions.

Our Impact



In Victoria, our partnership with Fifteen Trees spans across seven sites, where we're focused on restoring native habitats and creating wildlife corridors. Projects at Westgate Park and Upper Goulburn enhance biodiversity and connect fragmented landscapes, providing vital corridors for wildlife. In areas like Grassflat and the Mornington Peninsula, we're planting native species to support endangered wildlife, such as the Golden-rayed Blue Butterfly and koalas. Additional projects along Korjamnunnip Creek protect the platypus, while efforts in the Western Port Bay region help link habitats for koalas and other species.

In Tasmania, we've partnered to restore critical habitats and enhance wildlife corridors across four sites. At Mt Wellington, plantings support the Tasmanian Devil and Eastern Quoll, while those at Eaglehawk Neck help extend corridors for wedge-tail eagles and Fairy-wrens. The restoration at Milford and Premaydena is crucial for protecting the Tasmanian Devil, Swift Parrot, and other native species.

*\*information & picture provided by 15Trees*

8 DECENT WORK AND ECONOMIC GROWTH

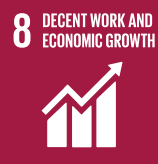


13 CLIMATE ACTION



15 LIFE ON LAND





# Planting Project

## Western Australia

**Nestled along the Derbal Yerrigan (Swan River), this site is home to a rare wetland remnant that hints at the woodland that once thrived here. Decades of grazing cleared much of the surrounding vegetation in the 1930s, leaving only the wetland and a handful of mature trees.**

Now part of Whiteman Park, the area plays a vital role in supporting native wildlife and preserving culturally significant sites for the Noongar people. Across Western Australia, local volunteers help plant trees, restore ecosystems, and regenerate landscapes. Our forestation partner, Trillion Trees, also nurtures environmental education through programs, connecting students with nature.



The Whadjuk people of the Noongar nation are the traditional custodians of this land. Trillion Trees acknowledges their enduring connection to Country, honors elders past and present, and is committed to partnering with Aboriginal communities, recognizing their ongoing relationship with Country, culture, and community.

Notable species that are being planted:

- Eucalyptus rudis: Fast-growing, hollow-bearing trees for birds and marsupials.
- Banksia littoralis: Nectar and seeds for birds.
- Melaleuca viminea: Nectar and shelter for small wildlife.
- Casuarina obesa: Food and habitat for local animals, including endangered cockatoos.

A word from the forestation partner: Trillion Trees

"We can see the real growth of the trees at Guildford Meadows. In 2025 it was our pleasure to host staff from the WA hotels which are part of the Hotels for Trees network - together we planted hundreds of trees which will help to heal this precious landscape and create habitat for wildlife along the Swan River."

*\*information provided by Trillion Trees*

# Planting Project

## Southern Australia

The Forktree Project is a registered charity dedicated to restoring a 133-acre former pastoral property on South Australia's Fleurieu Peninsula. The project's primary goal is to re-establish tens of thousands of native trees, shrubs, and grasses, promote natural regeneration, and rebuild habitats for native animals, birds, and insects. Over time, this restoration will also help sequester significant amounts of carbon, making a meaningful contribution to mitigating climate change.

In addition to the restoration efforts, the project includes the creation of a native plant nursery, which focuses on growing species impacted by bushfires, as well as an interpretive centre. The centre will provide vital education on sustainability and environmental conservation, helping to raise awareness about the importance of preserving ecosystems.

## Our Impact

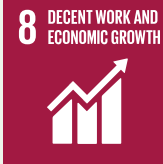


The Fleurieu Peninsula, with its rich natural habitat and close proximity to major population centres, is the ideal location for such an initiative, especially at a time when climate change and biodiversity loss are global concerns.

The Forktree Project has two key areas of impact:

1. Restoring the Land and Sequestering Carbon: The project is dedicated to restoring the land to its natural state by planting native trees, shrubs, and grasses, and by encouraging natural regeneration processes. This will create valuable habitats for native flora and fauna, while also sequestering tens of thousands of tonnes of carbon—helping to combat climate change in a meaningful way.
2. Demonstrating Broader Environmental Solutions: Forktree serves as a model for how smaller properties can play a significant role in tackling climate change and reversing biodiversity loss. By trialling new methods to calculate carbon sequestration, the project is working to improve access to carbon funding for small and medium-sized landowners, encouraging wider participation in habitat restoration across Australia.

*\*information & picture provided by Forktree Project*



# PLANTING PROJECTS

## ***NORTH AMERICAN CHAPTER***

We work with two local reforestation partners to plant native trees across the globe. Both reforestation partners provide a platform where we can clearly track our data and impact.

We strengthened our sustainability presence through our new hospitality partnerships with Sage Hospitality (8 hotels), Lark Hotels (6 hotels), and Bright Hotel (2 hotels), all contributing to our reforestation efforts.

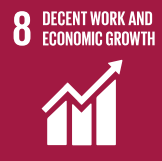
Work in North America has faced challenges due to shifts in governmental priorities that deprioritized sustainability. Despite these obstacles, we remain focused on building strong partnerships, increasing visibility, and driving long-term environmental impact.

In 2025, 26,768 trees were planted in total.



evergreen





# Planting Project

## Colorado, United States

**With two of our planting partners, One Tree Planted and Evergreen, we are restoring forests affected by three major wildfires in Colorado. These fires were extremely severe and killed most of the trees across large areas. In many locations, natural regrowth is limited, making active reforestation necessary.**

The project plants rooted conifer seedlings in mixed-conifer forests using a grouped approach. Trees are planted in clusters of 20–50 seedlings, spaced to promote healthy forest structure and diversity.

Planting areas are divided into 10–30 hectare blocks to support coordination and long-term monitoring. Crews of 10–20 planters typically plant 7,000–10,000 trees per day under the supervision of staff responsible for logistics, quality control, and monitoring.

## Our Impact



Between 2018 and 2021, wildfires burned more than 200,000 hectares in Colorado. High fuel loads, bark beetle-related tree mortality, and prolonged dry conditions contributed to the scale and severity of these fires. The fires caused widespread tree loss, reduced wildlife habitat, increased erosion, and decreased carbon storage in both vegetation and soils.

This initiative integrates applied research to improve restoration outcomes. Studies focus on climate-adapted seed sourcing, measuring carbon in trees and soils, strategies for aspen and spruce recovery, monitoring insects, fungi, and birds, and genetic and nursery approaches to enhance drought tolerance and seedling survival.

The project collaborates with over 500 landowners to identify priority areas for reforestation, aspen enhancement, and riparian restoration. Replanting in flood-prone areas helps reduce erosion, stabilize watersheds, and protect water resources for drinking, agriculture, and fisheries. Restoration also allows communities to actively participate in post-fire recovery. The project also partners with Indigenous communities and sources seedlings from Apache Nation nurseries in New Mexico and Arizona.

*\*information & picture provided by One Tree Planted & Evergreen*

# Planting Project

## Madagascar

Madagascar has lost over 90% of its primary forests, threatening both its people and its extraordinary biodiversity. As a global biodiversity hotspot, the island is home to many species found nowhere else on Earth. Deforestation has destroyed critical habitats, disrupted soil and water systems, and increased the vulnerability of communities already facing extreme poverty and stronger, more frequent storms driven by climate change.

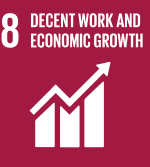
Evertreen's reforestation project in Madagascar restores mangrove and dry deciduous forests across four coastal and inland planting sites. Mangroves protect shorelines, support fisheries, and store carbon, while inland forests regulate water cycles, stabilize soils, and support biodiversity. The project prioritizes planting native species to ensure long-term ecosystem recovery.

Operating in remote and environmentally sensitive areas presents challenges, including logistical constraints, unpredictable weather, and resistance to changing traditional land-use practices. These are addressed through adaptive management, education, and continuous community engagement.

Local communities are central to the project's success. Through training, employment, and financial support, community members help restore forests while building sustainable livelihoods, ensuring lasting environmental and social impact. They participate in planting and maintaining both mangrove and dry deciduous forests, collect seeds and propagules, and learn sustainable land management practices. Their work directly supports ecosystem recovery by stabilizing soils, improving water retention, enhancing habitat for native species, and increasing carbon storage. By linking community engagement with ecological outcomes, the project ensures that restored forests are resilient, productive, and maintained for the long term.

Check out this video! <https://www.youtube.com/watch?v=VDt4oqpWsvg>

*\*information & picture provided by Evertreen*





# Planting Project

## NEW project since 2025: The Philippines

The Philippines, a biodiversity-rich tropical archipelago, has experienced widespread deforestation, threatening ecosystems, climate resilience, and local livelihoods. Forest loss has caused soil erosion, watershed degradation, and declining biodiversity, increasing vulnerability to climate change and extreme weather.

Evergreen's Philippine Tropical Reforestation Project restores degraded forest areas by planting native species such as Philippine mahogany and narra. These efforts rebuild forest structure, protect watersheds, support biodiversity, and enhance carbon sequestration, contributing to long-term climate mitigation. Around half of the trees planted by Hotels for Trees are through our partner, Commercial Green Solutions.

## Our Impact



The project faces challenges including land mismanagement, invasive species, and the need for long-term commitment. These are addressed through careful site selection, sustainable forestry practices, ongoing monitoring, and education programs that promote responsible land use.

Techniques such as selective thinning, controlled planting, and early removal of invasive species help maintain healthy forest structure, enhance biodiversity, improve watershed function, and increase carbon storage. Continuous engagement with local stakeholders ensures that reforested areas remain resilient and productive over time.

By working with forestry services, schools, and volunteers, Evergreen provides employment opportunities, environmental education, and long-term stewardship of restored forests. Training in sustainable land management and conservation practices equips participants with skills that strengthen forest resilience, support local livelihoods, and foster a lasting sense of ownership and responsibility for the restored ecosystems.

# Strategic Connections



We work closely with a range of strategic partners across the hospitality industry to ensure our solution integrates seamlessly into existing systems. These collaborations enable a smooth implementation process and support efficient day-to-day operations, allowing hotels to adopt our solution with minimal effort and maximum impact.



For 50 years, Blycolin has supported hotels across Europe with sustainable linen management. As a Founding Partner, they helped fund Hotels for Trees' European expansion and actively promote the initiative. Blycolin also plants the first tree for every one of its client who joins Hotels for Trees.

## MEWS

Mews simplifies and automates hotel operations, from booking to check-out. They donated 500 trees at the start of our partnership, integrated Hotels for Trees into their software, and continue supporting with 100 trees per month while promoting the initiative to their hotel partners.



GoTickin digitizes hotel operations for Housekeeping, Maintenance, and FO teams. In 2025, GoTickin fully integrated with Hotels for Trees, enabling housekeeping to automatically send tree donations when guests skip room cleaning. As a partner, GoTickin donates a tree for every hotel using their platform.



Sweeply partners with hotels to streamline housekeeping via a PMS integration. Their Optional-Housekeeping feature lets guests skip daily housekeeping, with each skipped day planting a tree. Sweeply planted 100 trees at the start of our partnership and adds 25 more monthly.



Asking.it lets hotels quickly create, send, and e-sign proposals, turning faster RFP responses into better guest experiences and more sales. Every month they donate 50 trees, to help our forest grow.



Hotek Hospitality Group provides hotels with tech and accessories, including mobile keys and security solutions. They kicked-off their partnership with a donation of 100 trees, followed by a donation of 25 trees per month.



# Ambassadors



Not only do we have multiple strategic partners, we also have many ambassadors that actively promote our mission within their own network.



Made Blue Foundation helps (hotel) businesses save and serve water most impactfully.



UHP Services specializes in hotel move-ins, move-outs, and related service.



FRHC connects hotels with solutions to drive real change in the hospitality industry.



Green Label Services helps hotels and convention centers implement and refine their sustainability practices.



Lacoloy's WhatsApp service connects hotels with guests throughout their whole stay, simplifying communication.



Minty Media is a full-service web agency, specialising in WordPress websites, API integrations and online marketing (SEO, SEA, email, and social)



Arc Hotel Consulting Network provides consulting services for hotel owners, investors, and developers worldwide.



Dripdrop helps hotels make rainy days sustainable by helping hotels rent out premium recycled-plastic umbrellas.



Meetingsselect offers the world's largest meeting booking platform, connecting companies with many venues.



# What else is new?

## New Team Members

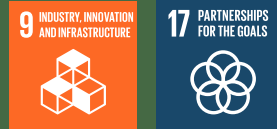
We expanded our team by four in 2025. Camila Bühler joined as German Market Manager, driving growth in Germany. Anna Dekker became Partner Success Lead, managing partner relationships, while Sikko Baltus provides Brand & Marketing Support. Daniel Johnson joined as Partnerships Officer Technology, focusing on partnerships and integrations.

## New website & Dashboard launch - April



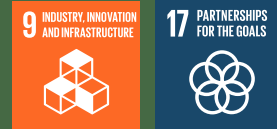
We launched a new website and a revamped Hotels for Trees dashboard. The dashboard streamlines tree registration, improves data access, and allows partners to track progress and share their impact. Features include monthly certificates, custom website widgets and downloadable promotional materials.

## New GoTickin integration



With a new integration, hotels using GoTickin can now automatically register trees in the housekeeping app whenever a door hanger is found. The results appear directly on the website and the hotel's widget. This update makes it easier for hotels to track their sustainability efforts and see the impact of their actions in real time.

## Ongoing MEWS integration



Our Mews integration makes it easier for hotels to raise guest awareness about tree planting. Guests can select the "skip cleaning" option during online check-in, and hotel teams can track the daily total of all Hotels for Trees door hangers directly in Mews. This helps hotels manage the program efficiently while encouraging more sustainable choices.



# Events we've participated in

We delivered a keynote at the **4th Ace Hotel Tech Summit** in London, highlighting how technology and sustainability together can drive guest retention and long-term profitability. The keynote focused on how hotels can use tech-enabled solutions to optimize operations and engage guests in meaningful sustainability initiatives. We also explored how embedding sustainable practices can create lasting value and strengthen guest loyalty.

We attended the **Independent Hotel Show Europe** in April, connecting with partners and industry peers to share our mission of creating measurable environmental impact. We participated in panels on responsible hospitality, and, together with Green Label Service, hosted a discussion on sustainable practices in hotels. The response was overwhelmingly positive, with strong interest from new hotel partners eager to get involved.

we joined the **Sustainable Brands Conference** in San Diego. This event provided a valuable opportunity to increase our visibility among a broad audience of sustainability-driven professionals and organizations. By engaging with attendees who are deeply committed to environmental and social impact, we strengthened our network and further positioned our mission within the global sustainability landscape.

The **IHA Sustainability Roadshow** in Bonn brought together hoteliers and industry stakeholders to discuss practical sustainability solutions. The event demonstrated how structured, future-proof sustainability strategies are delivering tangible benefits and shaping the industry's long-term development. Hotels for Trees attended to connect with hoteliers and further grow our partner community around sustainable hospitality.



# Events we've participated in

We joined the **Future Proof Convention NL**, an inspiring event focused on sustainability. It was a valuable opportunity to connect with like-minded professionals, pitch our Hotels for Trees concept, and discuss how the hospitality sector can communicate its sustainability efforts more effectively. Presenting our initiative sparked great conversations and reinforced the importance of collaboration and innovation in driving environmental impact.

We attended the **Net Zero Conference** in Los Angeles. This event allowed us to connect with a diverse group of stakeholders focused on accelerating the transition to a net-zero future. It served as an important platform to raise awareness of our work, expand our reach, and exchange insights on the role of nature-based solutions. We strengthened our position within the sustainability community and identified new opportunities for collaboration and growth.

We were on air on the **Happy Times Radio Show**, back in November, discussing how hotels and their guests can contribute to measurable environmental impact. The conversation highlighted our initiative of planting a tree for every skipped daily room clean and explored the broader ways the hospitality sector can drive sustainability, support local communities, and take meaningful climate action.

We were at the **NoVacancy Expo** in Sydney, an Australian exhibition and conference for the hospitality industry. The event brought together key industry stakeholders across the full hospitality supply chain, offering valuable opportunities to promote sustainable practices, exchange knowledge, and explore innovative solutions supporting a more environmentally responsible industry.



*\*All events we travel to by plane are compensated by planting trees. We mainly work remotely or travel by public transport if necessary.*



# What's Next?

In 2026, our focus will be on several key initiatives aimed at strengthening our operations, increasing our tree-planting impact, and enhancing the overall experience for our existing partners. Other exciting news is that we will celebrate our 5th anniversary in 2026!

We plan to further grow our partner community across Germany, Belgium, France, North America and Australia. By expanding our presence in these regions, we aim to plant a greater number of trees, and reaching our goal of planting 1,000,000 trees in total by the end of 2026.

Next to that, we are collaborating with multiple smart-technology organizations to develop additional PMS integrations. These integrations will streamline processes and ensure a seamless and efficient experience for our partners.

Finally, we will introduce a Partner Success Program, with a strong emphasis on partner engagement and long-term community growth. Through this initiative, we aim to foster a supportive, collaborative, and sustainable community that delivers lasting value for all.





# What's Next?

Alongside our strategic focus areas for 2026, we have set clear, measurable targets to maximize our impact:

- **Planting Days:** organizing 5 tree-planting events in Europe and 4 tree-planting events in Australia.
- **New Partnerships:** We aim to onboard 125 new partners.
- **Day Planting Target:** 1,000 trees per day in 2026.
- **European Annual Tree Goal:** 425,000 trees to be planted in 2026 alone.

In addition to our planting initiatives, we are thrilled to be participating in several key industry events in 2026, including:

- Green Key
- Future Ready Hospitality Collective
- Independent Hotel Show Amsterdam
- Independent Hotel Show Munich
- MEWS Unfold

We hope to connect with many at these events as we continue to grow our impact and inspire sustainable practices across the hospitality sector.



# Together, we grow