



Press Release – 1  
June 22, 2022

**MAp Boutique Consultancy Launches *The Sustainable Hotel Handbook - Collection*  
The ultimate guide to developing a sustainable hotel.**

Zurich – The boutique hotel consultancy and certified B Corporation MAp Boutique Consultancy launches *The Sustainable Hotel Handbook - Collection* today, guiding the way for boutique hoteliers to develop more sustainable hotels.

Composed of four distinct handbooks, dedicated to Purpose, People, Planet and Profit, the collection addresses the core pillars of sustainability: social, environmental, and economic sustainability. It sets out to provide clear, easy, and accessible information for boutique hoteliers. Each handbook is filled with practical guidance, tips, exercises, scorecards, resources and more.

The Sustainable Hotel Handbook - Collection is now available at: <https://ma-people.com/en/TSH/resources/sustainable-hotel-handbook-collection>, priced at CHF 495.00, with a special 20% discount off the entire collection from June 22<sup>nd</sup> - June 28<sup>th</sup>, 2022. The individual Purpose, People, Planet, Profit handbooks are priced at CHF 148.00 each.

Each handbook outlines specific, practicable sustainable action steps for hotels to take, which are aligned with the requirements of the top sustainable hotel certification programmes on the market. Specific exercises guide the implementation of those actions, alongside scorecards to measure performance. This makes it easier for hotels to qualify and certify as sustainable hotels.

Principal Magdalena Rungaldier says, "With the climate crisis and other pressing issues, it is time to change the way the hospitality industry operates, and we know boutique hoteliers want to be part of that change."

"However, we also know how daunting the topic of sustainability can be, as we've often been approached by hotel clients looking to get their sustainability initiatives off the ground but at a loss with where to start. We created this collection to empower boutique hoteliers to create real and sustainable impact that's not only good for people and planet, but good for business too."

Discover how *The Sustainable Hotel Handbook - Collection* is going to change the hospitality industry: [www.thesustainablehotel.com](http://www.thesustainablehotel.com).

**Press Contact**

Natascha Rupp | Rupp Public Relations GmbH  
[natascha@rupp-pr.com](mailto:natascha@rupp-pr.com) | +49 162 6830 113