

TRAVEL AND HOSPITALITY

Mandarin Oriental spotlights group-wide sustainability push

February 16, 2021



Mandarin Oriental is promoting more sustainable stays. Image credit: Mandarin Oriental

By LUXURY DAILY NEWS SERVICE

Hotel group Mandarin Oriental is touting its sustainability efforts in a new multichannel campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The "Naturally Better" campaign touches on the different ways Mandarin Oriental is prioritizing sustainability in its operations. Among the hospitality group's most ambitious goals is eliminating single-use plastic by March 2021.

Naturally Better

As part of the campaign, Mandarin Oriental shared a short video giving an overview on its environmental efforts. The brand is also sharing more details about its "sustainable stays" on social media, sharing Instagram Stories and Twitter Fleets throughout the week of Feb. 15.

"We're on a journey to make things naturally better,' for the planet, for communities and for you," a female narrator says in the vignette. "Whether that's playing our part in caring for the environment by adopting green initiatives or taking time to ensure that our minds and bodies are in good shape."

Mandarin Oriental is moving away from single-use plastic, both in guest and back-of-house settings. Items such as toothbrushes have been replaced with bamboo versions, while on-site water bottling tackles the waste of plastic water bottles ([see story](#)).

Mandarin Oriental is implementing various sustainability strategies

Many of its hotels have also established kitchen gardens, bringing a new meaning to local ingredients. Select Mandarin Oriental restaurants also help provide meals and other services to local homelessness programs.

Guests can also take initiative and update their preferences in their Fans of MO account. For instance, they can reduce the frequency of linen and towel changes to minimize laundry waste.

The video also highlights Mandarin Oriental's "Meeting with Purpose" events initiative. Each hotel is working closely with their local communities as part of this project, further supporting the brand's "Naturally Better" sustainability commitment ([see story](#)).

The Hong Kong-based hotel group will provide its next progress report on its single-use plastic pledge in March 2021. Mandarin Oriental has 33 hotels in 23 countries and territories.

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.