



NABERS

HOTELS

How NABERS ratings help hotel operators attract new customers and gain financial benefits

WHAT IS NABERS?

NABERS (National Australian Built Environment Rating System) is a government initiative providing certified sustainability ratings to support the sustainable operations of buildings across Australia.

NABERS ratings are simple, reliable and trusted, helping building owners and managers accurately measure the environmental performance of their building and identify areas for cost savings.

For 25 years, the NABERS rating system has driven significant financial growth and returns across building sectors, proving that environmentally friendly buildings are not only better for people and the planet; they're also better for the bottom lines of Australian businesses.

HOW NABERS BENEFITS HOTELS

In an industry where operational costs are high and energy efficiency can make or break profitability, NABERS provides hotel owners and operators with a powerful tool to improve financial performance while reducing environmental impact. A NABERS rating for hotels can be used to identify areas for operational improvements and cost savings, as well as promote your environmental credentials to help you stand out, attract investment, and win guest loyalty.

NABERS ratings for hotels provides an indication of the operational efficiency and environmental impact of your building. We give your building a rating from one to six stars, based on the energy and water efficiency of common areas, guest rooms, back of house facilities and on-site amenities.

The greener the building, the more it's worth.



NABERS RATING
4.5 STARS
5 OR 6 STARS



SALES PRICE PREMIUM
8%
18%

"8-18% sales price premium for green-rated buildings compared to similar buildings without sustainability ratings like NABERS."

Knight Frank 2021 Active Capital Report

HOW NABERS RATINGS ATTRACT NEW CUSTOMERS AND FINANCIAL GAINS

In today's hospitality landscape, sustainability is no longer just a bonus feature – it's a driving factor for consumer choices. Travellers are increasingly prioritising eco-friendly accommodations.

As Australia's largest, longest-running and most successful building decarbonisation and sustainability initiative, a NABERS rating for hotels can set your building apart, creating credible assurance via third party certification.

MEET GUEST EXPECTATIONS FOR SUSTAINABLE ACCOMMODATION

Research shows that 76% of travellers want sustainable travel options,** and many are willing to pay more for accommodations that align with their environmental values. NABERS ratings provide hotels with a transparent way to highlight their sustainability efforts, giving guests confidence in choosing a hotel committed to reducing its environmental impact.

SECURE CORPORATE AND GOVERNMENT BOOKINGS

With sustainability becoming a cornerstone of corporate and government travel policies, hotels that hold a NABERS rating gain a competitive edge. NABERS is recognised by major corporate booking platforms such as Amadeus and CTM, where a verified rating can make a hotel the preferred choice for companies aiming to meet Environmental, Social, and Governance (ESG) goals.

Additionally, the Australian Government's Net Zero in Government Operations Strategy prioritises eco-friendly accommodations, meaning that NABERS-rated hotels are well-positioned to capture future government travel contracts.

GAIN RECOGNITION AND ACCESS GREEN INVESTMENT OPPORTUNITIES

NABERS ratings are a trusted metric in sustainable finance, recognised by institutions such as the Clean Energy Finance Corporation (CEFC) and green loan and bond issuers. By obtaining a NABERS rating, hotels signal to investors and financial stakeholders that they're committed to verifiable sustainability practices.

This credibility can attract capital for new developments or upgrades, increasing asset value and making properties more appealing to ESG-focused investors.



CONSUMERS WILL SPEND AN AVERAGE OF

31% more

ON ACCOMMODATION THEY KNOW OPERATES RESPONSIBLY**



JOIN THE INDUSTRY LEADERS

Australian-based real estate fund and asset manager Pro-invest Group has made sustainability central to its strategy – and is using NABERS to verify that an ESG goal translates into real-world performance.

“As the banks look to distinguish green from greenwash, they need transparent and trustworthy verification. Every company can roll out an ESG policy. But how do you substantiate your claims? NABERS allows us to do that.”

- ANTHONY URSINO
GENERAL COUNSEL AND CHIEF COMPLIANCE OFFICER
FOR ASIA PACIFIC, PRO-INVEST GROUP

OUR PROMISE



CONFIDENTIALITY

Your energy data and site details are only shared with your Assessor and NABERS, and are stored in compliance with NSW Government data management policies.



IMPROVE ACCOUNTABILITY

By specifying NABERS ratings and improvements in your contracts and performance indicators, you can increase accountability and delivery from your service contractors and technical services.



TRANSPARENCY

We can arrange a meeting with one of our qualified assessors or a member of the NABERS team and your chief engineer or facilities management team to explain exactly how the program works and why it is the most robust system available.



GET YOUR RATING

Visit our website

www.nabers.gov.au/ratings/spaces-we-rate/hotels

Contact the NABERS team

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NABERS is a national initiative managed by the NSW Government on behalf of the Federal, State and Territory governments of Australia.

*Calculated averages from the NABERS dataset as at Jan 2020. Based on a 4-star hotel in Sydney CBD with 265 rooms, 69 rooms with full-service laundering and a function room with 567 seating capacity

Booking.com Sustainable Travel Report 2023Figure derived from a survey conducted by Alto Hotel. Details about the survey was published in a factsheet for hotels in the NABERS Members platform