

A new destination for people who appreciate the good stuff.

The Usual was founded by a group of non-traditional hospitality experts, hopeful for a better, greener future. They combined their knowledge and skills and dared to redefine the future of hospitality. From this, a new hotel concept emerged: The Usual, an inclusive design hotel where comfort, design, wellbeing, awareness, and fun come together seamlessly.

The Usual lives and breathes **regenerative hospitality**. It's about crafting travel experiences that enrich our environment and our communities, embodying a **give-back ethos**. In short: we move people while they move through this world, one footprint less at a time.

Stay here for a change

Slight changes in everyday habits make waves, and guess what we're exceptionally good at... We invite you to let go of what you know, and imagine a world like this:



Drinking **radically good and fair** espresso from the world's first Fairchain coffee brand.



Having a good night's rest on mattresses **designed for circularity** and **organic** duvets and pillows.



Surrounding yourself with beautiful furniture from partially **recycled woodchips** and **FSC certified oak**.



Experiencing mornings with sinks and toilets made from real woodchips with a **reduced footprint**



Refreshing yourself with **fully organic or locally produced** soft drinks and juices from **hand-picked impactful** brands.



Making good out of bad by walking on a floor made from **recycled plastic waste**.

The best is yet to happen - we will continue our journey until conscious stays become the usual for everyone.

What makes us the Usual

Starting with impact – Responsible hotels through conscious building, renovation, and interior design guided by the BREEAM In-Use certification

Love for local partners – We celebrate the local community that helps us reduce our environmental impact. We seek out the best partners for local, organic food, brews, and beverages of the highest quality, consciously made and processed

Premium Design – Thoughtful and inviting design with a minimized footprint. Furniture, materials, and products chosen for their innovative features and premium quality.

Reduce, reuse, regenerate – Every piece of waste has its place, our seven recycling streams support a zero waste mindset

Inclusivity – Welcoming workspace filled with diversity and creativity

Water for all – For each night you stay with us, we're ensuring 100 l of clean drinking water reach families in north-east Nepal. Organized by MadeBlue

Love for local projects – Supporting our neighbours supports our mission. We seek and share social-environmental initiatives wherever we go

Pollution revolution – For every direct booking, we sponsor through ClearRivers the removal of 1 kg of plastic from rivers in Can Tho, Vietnam

Our standards

We are in the process of certifying our properties according to a range of standards to demonstrate our commitment to making a positive impact.

BREEAM In-Use
A certification for realizing sustainable buildings with minimal environmental impact.

Green Key
A certification for hotels with high environmental and social standards.

EU Taxonomy
A standard proving assets are resilient to future environmental and economic risks.

Our 4 Impact Areas

Key Actions & Milestones

We Build Consciously.

- All properties have been subjected to an independent energy study, ecological study, Climate Risk and Vulnerability assessment and CREEM calculation
- We instruct our designers to adhere to our Circular Program of Requirements for the interior design of our properties, focusing on circular and natural interior finishing materials
- All construction materials have a material passport documenting recyclability and environmental impact
- All hotels are BREEAM in use with at least *Excellent* certified

We Source Responsibly.

- 70% of our daily goods come from local independent suppliers with 90% of our menu being vegetarian
- 100% of custom-made furniture is from certified wood from responsibly managed forests
- We document on the composition and materials of all used furnishings
- Responsible sourcing guided by our Sustainable Purchasing Policy leading to collaborations with like-minded brands with a focus on environmental and social impact

We are Socially Committed.

- We focus on supporting global charities as well as local socio-environmental initiatives
- Employee volunteering days
- We have a publicly available speak-up policy supported by an external confidant
- Diversity, Equity, Inclusion & Accessibility team promotes a culture of inclusivity and diversity by advocating for equitable workplace policies

We Minimize our Footprint.

- Our properties adhere to the Net-Zero Pathway as per our CRREM assessment, thanks to:
 - Extra isolation of our buildings
 - 100% certified renewable energy
 - Solar panels when impactful
 - 100% LED lighting, and energy efficient installations
- Water saving showerheads, taps, and toilets - resulting in an anticipated 40% reduction in water consumption
- To enhance urban biodiversity, we implemented green roofs, bird and bat nesting sites and insect hotels
- Annual recording and monitoring of emissions across all scopes

Our Long Term Targets

- All future properties align with the EU decarbonization roadmap for the building sector - **fully decarbonized by 2050**
- All future properties are **EU Taxonomy proof** for climate mitigation
- 80% of our daily goods come from **local independent suppliers**
- We aim to have a **90% recycling rate** in all our hotels
- By 2030, all our partners share the **impact of their products or services**, for full transparency of our total environmental and social impact
- Scoring as a **best place to work** by providing an involved, inclusive, diverse and equitable place to work
- Becoming a **B Corp certified company** that illustrates high environmental, social, and governance standards as a business
- Align with the **Science Based Targets Initiative** to achieve scope 3 reductions required by the Paris Agreement
- Establish a **Regenerative Roadmap** to achieve our regenerative hospitality ambition