Altitude

AXA Climate



Building climate resilience in the accomodation and tourism sectors

From risk assessment to adaptation planning: learn how to protect your assets, reduce operating costs, and build long-term resilience in a changing climate.

NOVEMBER 2026

74 %

of travellers say they take the risk of extreme heat into account when choosing their destination.

Source : Booking.com Travel & Sustainability Report 2026

-10 %

of summer tourism demand expected by 2100 in the coastal regions of southern Europe (Italy, Spain, Greece, Portugal, southern France), while Nordic countries would gain more than 5%.

Source : European Commission (JRC), 2023 – +3/4 °C scenario

19.5 %

increase in insurance spending in the hotel sector in 2023.

Source : CBRE

Climate is already redrawing the map of European tourism.

Heatwaves, wildfires and droughts are changing traveller behaviour, shifting tourist flows and calling into question the appeal of some long-established destinations.

Climate risk has become a financial risk.

Rising operating costs, higher insurance premiums, business interruption and the potential devaluation of assets: the impacts are now visible in the accounts of hotel groups.

Europe is warming roughly two to three times faster than the global average.

The destinations that today concentrate the bulk of European hotel investment (United Kingdom, Spain, France, Italy, Germany, Greece, Portugal) are also those where heatwaves, wildfires and droughts are intensifying fastest.

Source : Copernicus 2025 report

Executive summary

Record heatwaves, wildfires, mass evacuations of tourists, temporary closures and cascading cancellations have brought home a reality that is now hard to ignore: climate change is no longer a future risk. It is already affecting tourist destinations, infrastructure and the economic performance of the sector's players.

For a long time, hotel groups based their investment strategies on the appeal of local areas, the stability of tourist flows and the relative predictability of climate conditions. Those assumptions are now being progressively called into question. Episodes of extreme heat, pressure on water resources, wildfires, floods and coastal erosion are changing operating conditions for hotels and increasingly influencing the choices made by travellers, investors and insurers.

For hoteliers and accommodation operators, the consequences are already tangible: rising energy costs, higher insurance premiums, business interruption, a degraded guest experience and lower occupancy following extreme events. In some particularly exposed European regions, these phenomena are also beginning to raise questions about the long-term appeal of destinations that have historically been among the best-performing on the continent.

Faced with this new reality, climate resilience is becoming a major asset management issue. It not only reduces the financial risks associated with climate hazards, but also helps identify value-creation opportunities: improved operational performance, cost control, stronger commercial appeal, easier access to financing and better insurance resilience.

This guide aims to help hotel groups grasp the scale of these changes and structure their response. It sets out the main climate risks the sector is exposed to, analyses their financial and operational impacts, then details an approach for identifying priority assets, assessing their vulnerability and building adaptation plans grounded in robust data and profitability criteria.

Because the question is no longer whether climate change will affect the hotel sector. The question is which properties will be able to adapt fast enough to protect their value, maintain their appeal and preserve their competitiveness in the decades ahead.



Table of contents

Introduction 04

01. The European hospitality sector, between appeal and climate reality 05

A. A sector exposed to growing climate risks 06

B. Europe's appeal put at risk by climate hazards 08

C. The financial stakes are already visible 09

02. Opportunities: turning constraints into competitive advantages 10

A. At operational level 11

B. At systemic level 12

03. Building your adaptation plan 13

A. A methodical approach and reliable data 14

B. Use case: a French hotel group with 60 properties 15

C. Beyond adaptation: reducing your carbon and biodiversity footprint 21

Conclusion 22

Disclaimer 23

Authors and contributors 24

Sources 25

Introduction

After a scorching summer marked by a succession of devastating wildfires, the summer season has come to an end in Europe, leaving behind a particularly heavy toll. According to a study published in Nature Health (October 2026) by researchers at Imperial College London and the London School of Hygiene & Tropical Medicine, more than 50,000 excess deaths in urban areas across Europe during 2026's heatwaves can be linked to extreme heat, with two-thirds directly attributable to climate change. Spain and France were among the worst affected.

The EFFIS (European Forest Fire Information System) data speaks for itself: just over one million hectares — the equivalent of the surface area of a country such as Lebanon — burned in the European Union over the course of 2025, setting a new record since monitoring began. The trend is accelerating: we are entering a period in which these exceptional events are redefining the climate norm.

In France, the summer 2026 wildfires in the south-west are a perfect illustration of this reality. More than 220,000 people were evacuated within a few days. On the ground, the images tell the scale of the disaster: families hurriedly leaving their homes and their holidays behind, abandoned campervans, emergency evacuation orders at dawn. Around 40,000 residents and tourists had to leave their accommodation or campsite in an emergency, particularly on the Cap-Ferret peninsula. Roads were closed. Tourist businesses, hotels among them, shut down overnight, at the very heart of the summer season. Even after the fires were extinguished in August, tourists failed to return to the region. Hotels remained empty even in untouched areas, illustrating the cascading economic impact that extends far beyond the direct fire zones.

Yet the Gironde had been posting solid results: 9.1 million stays in 2025, 47.4 million overnight stays and €3.8 billion in economic benefits, according to the findings of the 2025 visitor survey conducted by the Gironde tourism resource centre. That trend collapsed in less than a week. At the French finance ministry, the tourism sector urgently negotiated support measures: short-time working, solidarity aid and deferred social security contributions.

According to Franck Chaumès, president of UMIH Gironde (the union of hotel and hospitality trades and industries), the economic losses are total. Around a hundred businesses (hotels, bars, restaurants and nightclubs) emptied out. Two campsites out of ten burned down.

These economic impacts extend well beyond the zone of direct physical impact. Seventy kilometres away, in the Médoc and the Libournais, bookings were cancelled in cascade. In Saint-Émilion, more than 80 km from the fires, hotels and restaurants reported mass cancellations, including for September. According to MKG, a European hospitality consultancy, daily losses in late July ranged between €1.8 million and €2.3 million, close to two thirds of the Gironde's usual daily turnover. Wildfires are no longer isolated incidents: they are becoming a structural feature of the summer season.

For hotel groups, the message is clear. The European hotel industry has long operated on an implicit assumption: relative climate stability and predictable destination appeal. That assumption is eroding. Operating in Europe today means navigating a new reality in which extreme climate events are no longer stress-test scenarios but annual occurrences. Business interruption runs into millions of euros. Anticipating these risks, adapting infrastructure and rethinking the resilience of tourist regions is no longer an option but a strategic necessity.



Maximilien Lamy / AFP : Moutchic beach, Lacanau, July 2026



01

The European hotel sector, between appeal and climate reality

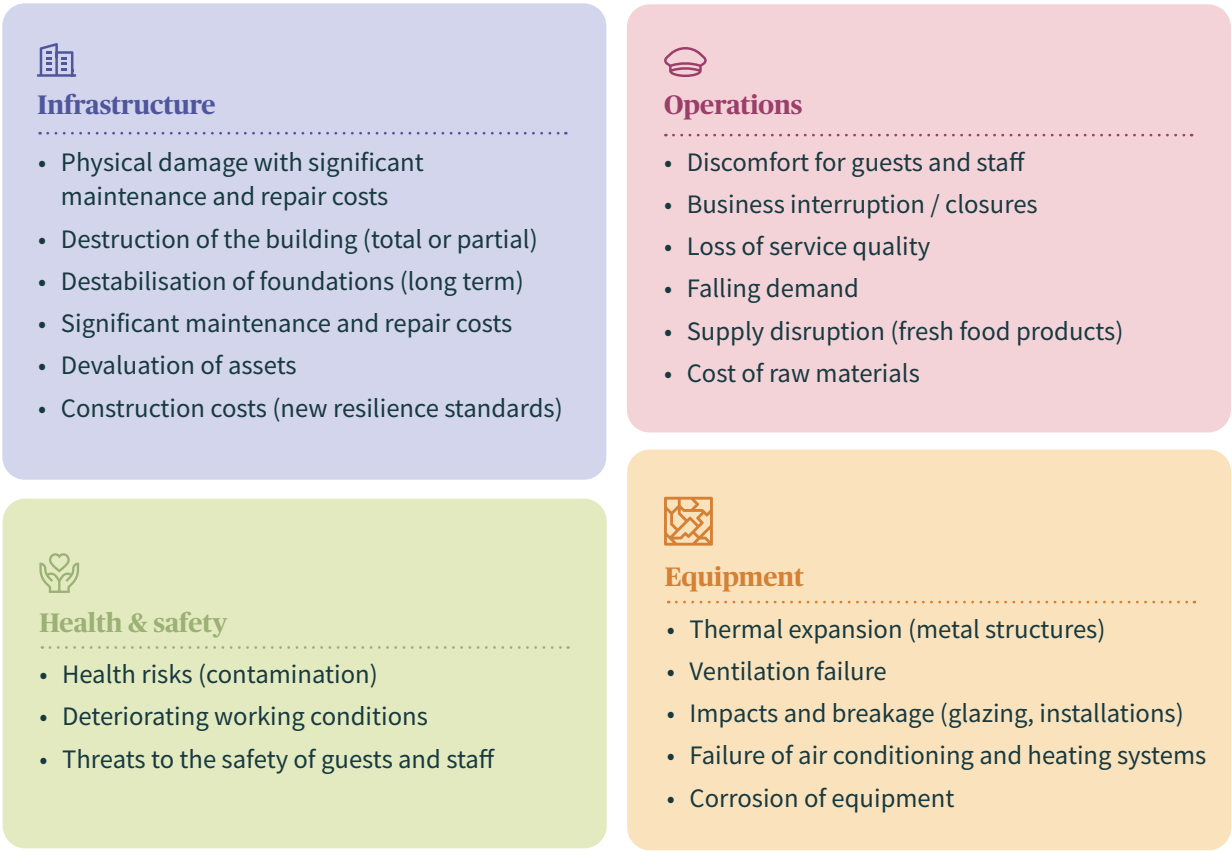
A. A sector exposed to growing climate risks

The hotel sector is particularly exposed to climate risks. As a commercial building that is both a real-estate and a trading asset, a hotel depends both on the services delivered on site and on tourist demand to keep operating. This dual nature makes it vulnerable to physical risks, transition risks (linked to the shift towards low-carbon economies) and biodiversity risks.

A SECTOR VULNERABLE TO PHYSICAL RISKS ON SEVERAL LEVELS

Physical risks are the financial risks of loss and damage caused by a one-off climate hazard (acute risk) or by longer-term shifts in climate patterns (chronic risk). Tourism infrastructure bears the full force of these climate hazards, because they affect buildings and equipment (physical damage) as much as business continuity, the health and safety of staff and guests, and the entire value chain. These cascading impacts can lead to catastrophic outright losses for hoteliers, as the scale of the damage across Europe in summer 2026 clearly illustrates.

figure 3 : Physical risks for the hotel sector



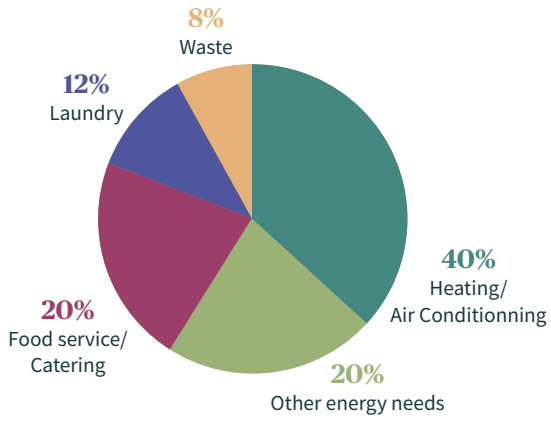
On 26 June 2026, Léonard Grynfogel, eco-tourism expert and CEO of Luniwave, reported in the economic and political newsletter of the PACA region that during the June 2026 heatwave, although French hotels welcomed more guests seeking air conditioning, some had to rehouse guests following air-conditioning failures caused by thermal overload. Some hotels recorded an outright loss equivalent to a month and a half of net margin, along with higher energy and water bills. Water-use restrictions also affected the guest experience (swimming pool bans, suspension of garden watering).

• The reputational risk • A concrete example: Paris, june 2026

Climate hazards directly damage hotel reputation and guest satisfaction. During June 2026's record heatwave in Paris, international tourists, accustomed to climate-controlled environments in their home countries, strongly criticized the lack of air conditioning in hotels according to an article by Le Figaro. The reputational impact was immediate and measurable: hotel searches filtered for "air conditioning" surged 424% within two weeks on Hotels.com according to La Revue des Hotels. This cascading effect demonstrates how climate-related service failures create lasting brand damage, negative online reviews, and reduced future bookings among high-value international guests.

TRANSITION RISKS LINKED TO HOTELS' ENERGY AND WATER CONSUMPTION

figure 1 : Breakdown of a hotel's emissions in France by source - Carbon footprint per night (7.7 to 9.9 kg CO_2e)



Note : energy use (60% of total, including 40% of heating and air conditionning is the main contributor.

Source : HCMI and ADEME, Altitude chart

The hotel and catering sector is heavily dependent on energy. Most of these emissions come from:

- heating,
- air conditioning,
- and water consumption for laundry.



figure 2 : Emission sources of French hotels

1%
of global emissions
Hotel and food service sector
According to the World Sustainable Hospitality Alliance (WSHA)

8%
of GHG emissions from French Tourism
Share attributable to hotel accommodation in France (ADEME)

7,7-9,9
kg CO_2e per night stay in France*
Average carbon footprint (ADEME)
*Varies depending on infrastructure and heating systems; breakfast included**

10 M
m^3 per year in France
Water consumption (laundry)
Equivalent to the annual needs of 200,000 French residents (ADEME)

These issues are all the more problematic in areas exposed to water stress, raising regulatory and reputational transition risks alongside physical risks.

This pressure is translating into growing regulatory requirements:

- **CSRD (since 2024) :** mandatory sustainability reporting for large European hotel groups
- **Grenelle II Act (2010) :** tougher penalties and Scope 3 reporting for companies with more than 500 employees
- **Tertiary Decree (2019) :** a 40% reduction in final energy consumption by 2030 for buildings larger than 1,000 m^2 (covering the majority of hotels in France)
- **RE2020 (since 2022) :** strict rules on the energy and carbon performance of new buildings

B. Europe's appeal put at risk by climate hazards

While the Copernicus 2025 report indicates that Europe is warming roughly two to three times faster than the global average, the continent continues to attract the vast majority of European hotel investment.
A March 2025 report by Hodges Ward Elliott shows that European hotel investment in 2024 was concentrated mainly in Europe, led by the United Kingdom, Spain, France, Italy and Germany. Greece and Portugal also rank among the ten countries hosting the most deals in Europe. These destinations are particularly attractive to investors because they post the highest occupancy rates and RevPAR (revenue per available room) in Europe. According to the May 2026 European hotel barometer, Spain and Italy recorded the strongest growth, with RevPAR up 9.2% and 5.1% respectively year on year, and occupancy rates up 2.3 and 1.8 percentage points.

Meanwhile, climate disruption threatens to upend these tourism trends. The European continent is experiencing more and more climate hazards:

- Floods
- Wildfires
- Extreme heat
- Drought

The European heatwave of June 2026 and the dramatic wildfires of July 2026 illustrate this reality and mark a red alert in major countries, where temperatures exceeded 40°C in some regions and where fires destroyed between 40% and 60% more land than the average recorded between 2006 and 2025 across the European Union.

This upward trend in extreme events is influencing investment decisions. The CEO of the Accor group announced in 2025 that the group would not invest in 2 hotels planned for construction on the Greek island of Mykonos, citing climate change and

"an analysis of geographical areas facing water shortages and wildfire risks".

According to a 2023 European Commission publication, under a +3/4°C emissions scenario — in other words the scenario the global trajectory is currently heading towards — **summer tourism demand in 2100 would fall by 10% in the southern coastal regions (Italy, Spain, Greece, Portugal, southern France), while demand could rise by more than 5% in Nordic countries.**

While the redistribution of tourism is a long-term dynamic, behaviour observed today already shows that climate is having a concrete influence on destination choices.

The Booking.com Travel & Sustainability Report 2026 sets out the findings of a survey conducted in January 2026 among 32,500 respondents across more than 35 countries.

RESULTS REVEAL THAT:

74%

of respondents take the risk of extreme heat into account when choosing a holiday destination in 2026.

31%

have cancelled a trip because of these climate risks.

THE SURVEY SHOWS A CLEAR SHIFT IN TOURISM DEMAND:

42%

of respondents are planning their trip out of season.

25%

are opting for cooler destinations.

C. The financial stakes are already visible

For hotel businesses, climate risks are now a direct financial issue. The annual reports of major groups such as Marriott already show that climate hazards lead to lower occupancy and higher operating costs. Their impact is no longer confined to damage from extreme events: it translates into a lasting increase in operating costs.



Air conditioning and electricity consumption.

According to the International Energy Agency (IEA), air conditioning already accounts for close to 20% of the electricity consumed in buildings worldwide. Energy demand linked to cooling has been rising by around 4% a year since 2000, driven by higher temperatures and more frequent heatwaves. For hotels, this translates into higher energy spending and consumption peaks during the summer months.



Building maintenance and adaptation.

Heat episodes, floods and storms accelerate wear on technical equipment (HVAC, roofs, façades, networks) and lead operators to invest in resilience measures: reinforced roofing, flood protection, higher-performing cooling systems, green roofs and walls, or passive cooling solutions. The IEA stresses that such investment is progressively becoming an unavoidable component of building resilience in the face of climate change.



Lost revenues and declining demand.

Climate hazards disrupt tourism demand both acutely and chronically. A European Central Bank study on Portuguese forest fires shows hotels directly affected experienced a 43% revenue decline the following year, while nearby hotels saw 24% drops despite no direct damage. Acute events like the 2026 Gironde wildfires triggered cascading cancellations across the region, with estimated daily losses exceeding €2 million (MKG, 2026). Chronic climate shifts such as reduced Alpine snow and excessive Mediterranean heat, structurally erode seasonal demand, forcing costly business model adaptations.



Insurance and operating charges.

In the hotel sector, CBRE estimates that insurance spending rose by 19.5% in 2023, with particularly sharp increases in regions exposed to hurricanes and floods. This increase feeds directly into OPEX and reduces the profitability of properties.

In the face of these risks, climate adaptation is no longer solely a matter of opportunity or regulatory compliance, but a necessity to ensure business continuity and preserve asset value. Hotel groups that integrate climate risk into their asset management strategy turn a constraint into a competitive lever.



02

Opportunities: turning constraints into competitive advantages

Faced with climate change, the hotel sector has concrete levers to turn constraints into competitive advantages. These opportunities operate at two levels: operational and systemic.

A. At operational level

Positioning around resilience is a growing commercial argument, particularly with premium segments and international guests. Adapted properties are also better placed to capture shoulder-season flows, where visitor numbers are rising appreciably in the PACA region and along the Atlantic coast, according to Atout France. On the regulatory front, adaptation measures make it possible to anticipate and prepare for potential costs. Getting ahead of CSRD compliance lowers the cost of transition and strengthens a group's credibility with investors. Sustainability is becoming a booking criterion in its own right: according to the Booking.com Travel & Sustainability Report 2026, travellers booked more than 100 million overnight stays in 2025 with sustainability-certified accommodation.

But above all, adaptation translates into lower operating costs. Measures such as green roofs and walls, thermal insulation or rainwater harvesting generate lasting savings on the most energy-intensive areas of hotel operations (air conditioning, laundry). Momentum is already building across the industry, with the launch in 2023 of the "Water Sobriety Plan" charter, targeting a 10% reduction in consumption by 2030 in France. The Sofitel Noosa Pacific Resort in Australia, part of the French Accor group, which formalised its Water Policy in 2023, designed a rainwater harvesting system. It collects and stores 16,800 litres of rainwater in the basement car park and feeds the hotel's irrigation systems and water features. This sustainability initiative earned the hotel sustainable tourism certification in November 2023.

Finally, adaptation has a direct effect on managing insurance risk. According to the 2024 Congressional Budget Office report, adaptation measures slow the rise in premiums by reducing property damage and insured claims. Hoteliers able to demonstrate the physical resilience of their assets have real leverage in negotiations with insurers, and protect both the value of their properties and their bankability with lenders.



B. At systemic level



Beyond operational gains, adaptation generates systemic co-benefits that reach well beyond the individual property. The value of a hotel is inseparable from its natural environment: preserving local ecosystems — coastlines, forests, wetlands — underpins the durability of a destination's appeal. Many species protection and habitat restoration programmes are supported by hotel groups. For example, the Andalusian group Fuerte Group Hotels joined the Folia project in 2025, which aims to recreate a forest completely destroyed by fire in 2009. Staff and volunteers took part in replanting one hectare in the province of Malaga.

According to the association ATR (Agir pour un Tourisme Responsable), responsible tourism is growing by an average of 20% a year in France, making these approaches an economic lever at regional level. In the Drôme, for example, Biovallée operates as a pilot area for ecological transition (2002-2027), which has made it possible to structure a network of responsible accommodation providers. For more than ten years, around twenty gîtes, bed and breakfasts, campsites and unusual accommodation options have organised themselves into a community to pool practices, reduce their impact and offer a more sustainable tourism experience. Thanks to Territoire d'Innovation funding, Biovallée has been able to support local operators, professionalise committed accommodation providers and strengthen the local sustainable tourism economy. This momentum, which extends beyond the tourism sector, is built on concrete projects — renewable energy, building renovation, sustainable resource management — that make it easier for professionals to get involved and enhance the appeal of the area. As Jean Serret, former mayor of Eurre in the Drôme and president of the Val de Drôme community of municipalities in Biovallée, summed it up in an article by the association Réseau CLER: "We were the poorest area in the department; today we have the highest median income."

Beyond the positive local economic spin-offs of proactive climate risk management, this approach also protects the safety of guests and staff, and reduces absenteeism in a sector structurally under pressure on recruitment.

To unlock these opportunities, it is essential to have a precise map of asset exposure in order to prioritise adaptation investment intelligently.



03

Building your adaptation plan with Altitude

A. A methodical approach and reliable data

At Altitude, we support hotel groups in transforming climate risk assessment into concrete investment decisions. Our approach is built around a continuous four-step journey, combining the scalability of our platform with the depth of our advisory expertise.

1 · Screen

We quickly identify the climate hazards affecting your sites and suppliers, across different scenarios and time horizons. Our experts complement this diagnosis with on-the-ground validation and prioritization of critical sites.

2 · Assess

Beyond risk scores, we quantify the financial consequences: physical damage, business interruption and lost revenues. The platform delivers key metrics (Average Annual Loss, Climate VaR) and supply chain exposure. Our advisory team deepens the analysis with climate stress tests and business model impact assessment.

3 · Prioritise and plan

We help hotel groups compare adaptation options, evaluate their costs and benefits, and decide where to allocate capital. The platform offers an adaptation measures catalogue and site-by-site recommendations. Our advisory team defines a sequenced roadmap with costed options and clear benefit-to-cost ratios.

4 · Implement and monitor

We support execution and ongoing monitoring so climate resilience becomes embedded in your business plan. The platform ensures continuous monitoring and decision updates over time. Our advisory expertise integrates the financial resilience case (NPV, IRR) into investment strategy and asset valuation.

Our clients

ACCOR · Club Med · CUSHMAN & WAKEFIELD · MINOR INTERNATIONAL · TUI

B. Use case: a French hotel group with 60 properties

Illustrative case

This use case features fictitious data, numbers, and property addresses for educational purposes. However, the scenario and adaptation methodology are grounded in a real client use case. The information and results presented are based on modelling assumptions and constitute neither a real estimate of losses, returns or return on investment, nor a guarantee of financial performance. Actual results depend in particular on the characteristics of each asset, the data available, and the scenarios and assumptions used.

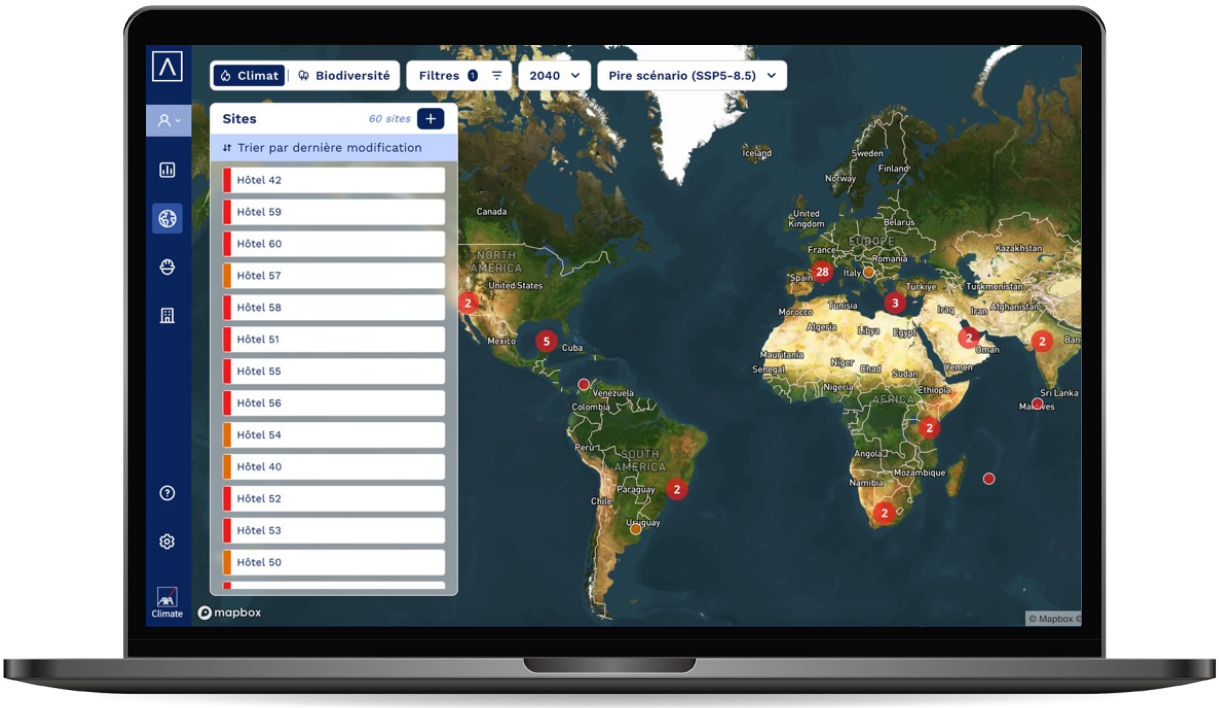
A French hotel group wants to use Altitude to identify its climate risks and put in place its adaptation strategy.

The group owns
60 hotels split between France (50%) and international markets (50%),
of which **50% are in coastal areas**,
for a **total value of 3.37 B$**
and **annual revenues of 864 M$.**

1. Global screening of the 60 assets

The group uploads its 60 assets to Altitude and obtains climate risk exposure indicators for 2040 and 2050 under several scenarios. It decides to analyse the results for 2040 under the SSP5-8.5 scenario, as this is aligned with CSRD requirements.

Exploring the entire hotel portfolio



Caption : Each dot represents one hotel on the globe. If at least one hazard analysed in Altitude is rated high risk, the hotel is flagged as high risk.

Portfolio overview

The results reveal significant portfolio exposure to climate risks:

62%
of assets at very high.

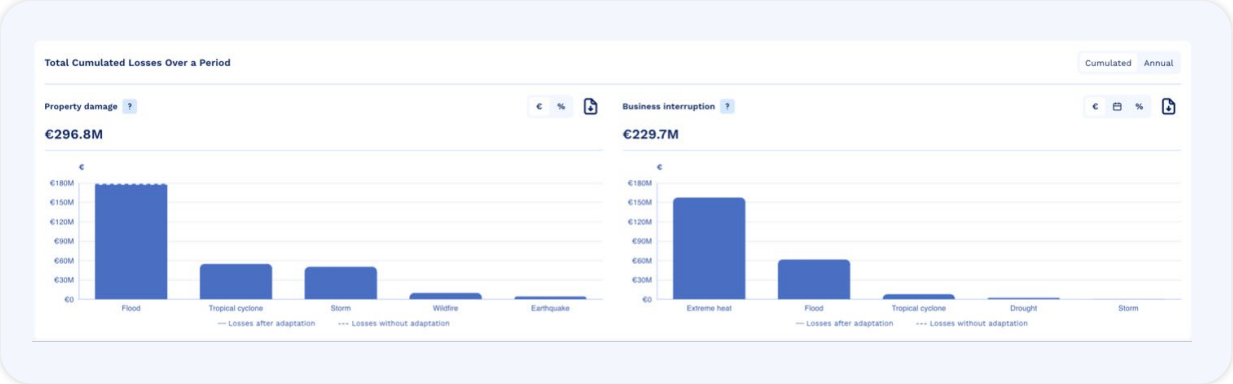
35 out of 60 sites
at very high risk of at least one of the following hazard: extreme heat, flooding and tropical cyclone.

Classification of key hazards across all sites analysed on the platform



In financial terms, this represents cumulative losses projected to 2040 (SSP5-8.5 scenario) of 296.8 M$ for material damage and 229.7 M$ for business interruption respectively.

Total cumulative losses over a period



Caption : Extreme heat risk could cost up to 150 M$ in business interruption across the entire hotel portfolio.

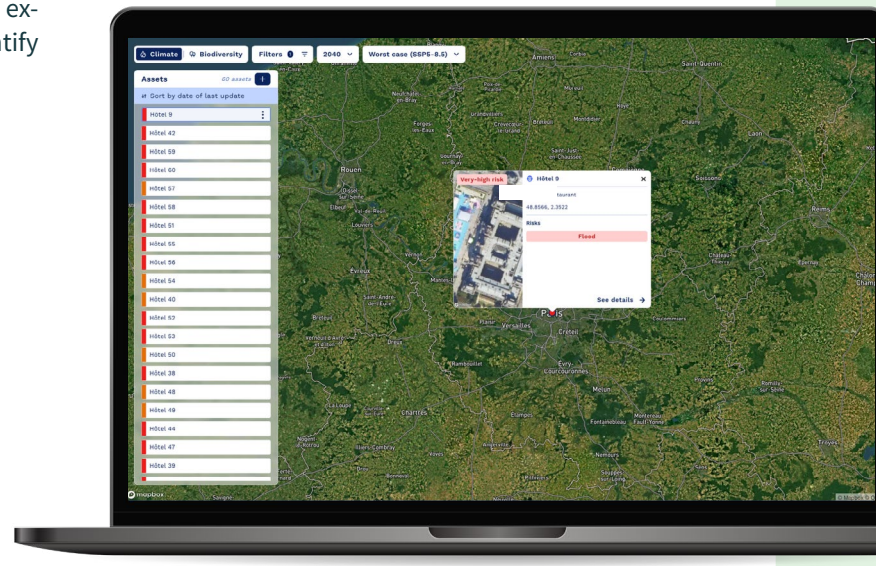
This exportable data can help the group identify the sites requiring priority analysis, according to its own strategic criteria.

2. Prioritising strategic assets

Based on the data provided by the client, the most strategic sites are hotels 9, 37, 2, 38 and 1, as they hold the highest values and generate the largest revenues respectively. These 5 assets account for around 600 M$ of portfolio value. The client can therefore classify its assets according to their strategic importance, making it possible here to prioritise Hotel 9 to begin with, which represents 130 M$ of the portfolio.

3. In-depth analysis: the case of Hotel 9, located in Paris

This analysis provides additional indicators to explore the asset's potential vulnerability and identify the systems that may require in-depth analysis.



Asset profile

Location
Central Paris

Type
4-star urban hotel

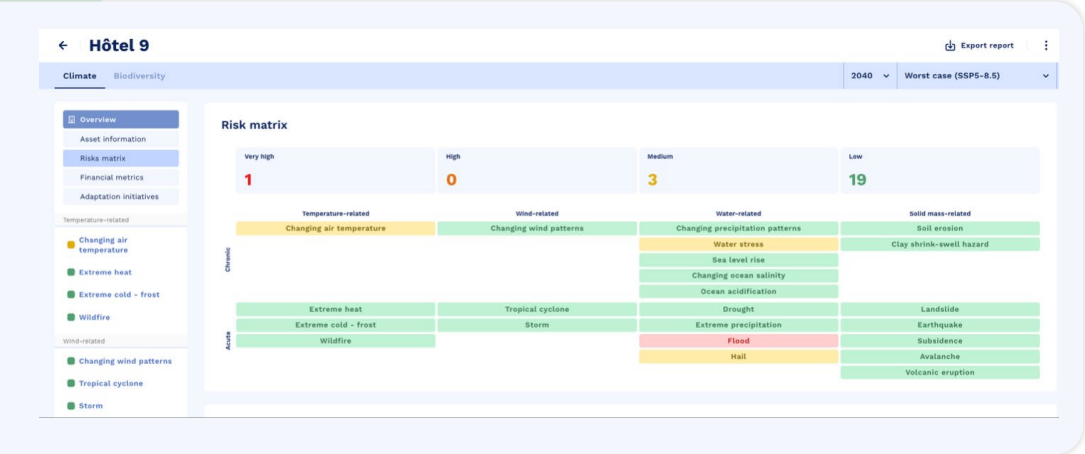
Asset value
130 M$

Annual revenues
35 M$

Climate risk profile according to Altitude

Within this illustrative case and on the basis of the assumptions used, the Altitude indicators point to a balanced risk profile but with very high exposure to one specific hazard:

- **1 very high risk:** flooding
- **3 medium risks:** change in air temperature, water stress, hail



The indicators provided by Altitude point, in this simulation, to a very high level of risk for river flooding. The analysis will therefore focus on this risk.

Identifying adaptation measures through the Altitude catalogue

Altitude helps hoteliers identify the most relevant adaptation measures through a catalogue filtered by hazard type and property characteristics.

Three key indicators enable rapid comparison of options:

- Cost
- Effectiveness
- Ease of implementation

By reviewing these tags, decision-makers can quickly assess the trade-offs and potential ROI of each measure at a glance. For measures targeting flood and extreme heat risks, users can deepen their analysis by calculating Average Annual Loss (AAL) before and after implementation, quantifying the financial impact and expected savings.

In our use case, the hotelier uses these comparison tools to select three flood-mitigation measures from the catalogue:

- Early warning systems for floods
- Elevation of critical equipment, goods, stocks and other structural elements
- Anti-water devices

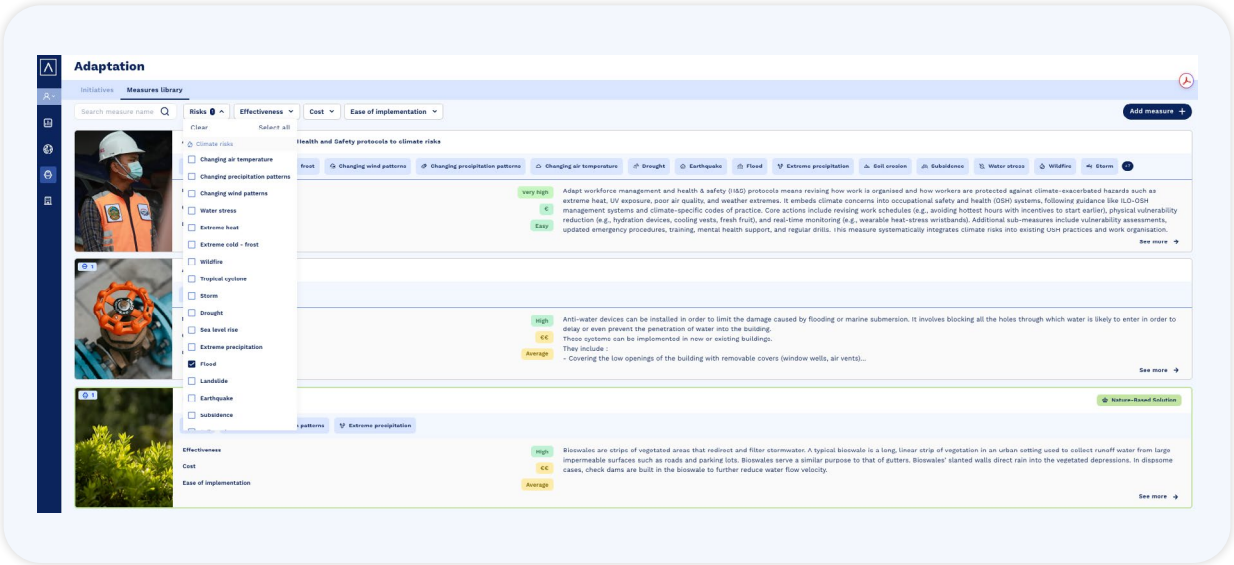
Implementing the adaptation plan at site level

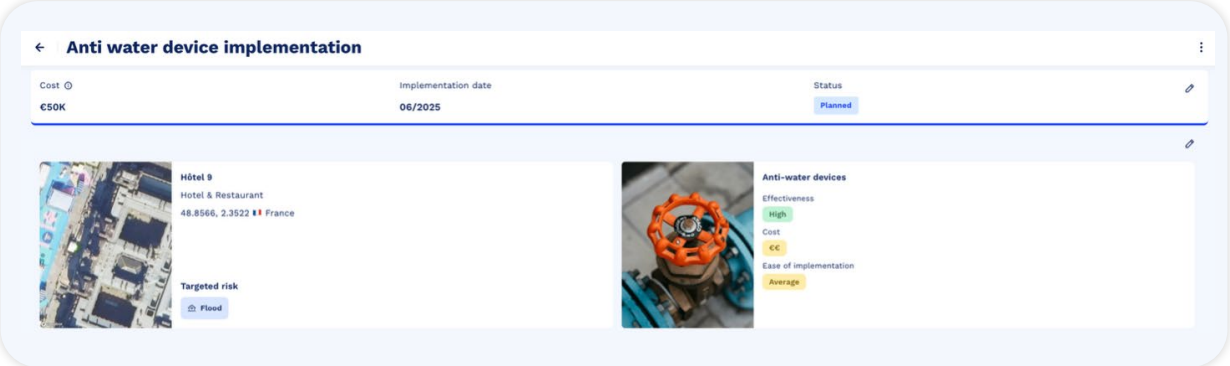
The client uses Altitude to structure its adaptation strategy by combining a custom initiative, in which it tracks the measures already implemented or under consideration, with the adaptation catalogue filtered by risk in order to identify the most relevant actions. To reduce its exposure to flooding, Altitude highlights several priority measures.

In our use case, the hotelier decides to implement the following three actions:

- **Putting forecasting and alert systems in place.**
- **Raising critical equipment.**
- **Installing watertight anti-flood devices.**

The client creates a dedicated initiative in Altitude and enters the tracking information.





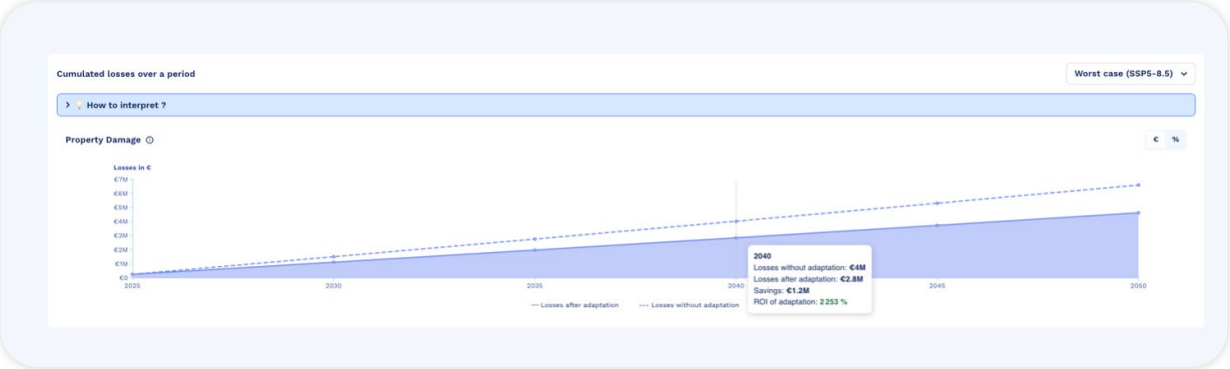
Implementing the site-level adaptation strategy

Once the adaptation measures have been entered, Altitude makes it possible to compare modelled losses before and after adaptation, on the basis of the assumptions used. Let's take an illustrative example : an anti-flood device with a hypothetical cost set at €50,000 is associated with a reduction in modelled material damage from €4.0M to €2.8M by 2040, i.e. a theoretical difference of €1.2M.

Yet adaptation is far more than a simple ROI calculation. Implementing a climate resilience strategy requires simultaneous action across multiple dimensions: capital investment, operational policy changes, and organizational transformation.

When the hotelier deploys these measures, they are simultaneously reshaping risk governance. Installing an early warning system, for instance, means not just purchasing technology but requires training staff, establishing new protocols, and embedding climate risk management into daily operations. Elevation of critical equipment demands coordination with facilities teams and revised maintenance schedules. Anti-flood devices require clear activation procedures and regular testing.

Resilience thus generates co-benefits that extend far beyond financial calculations: reduced insurance premiums, avoided business interruption during extreme events, enhanced guest safety and staff retention, and strengthened asset valuation. These gains accumulate as measures are sequenced and integrated into the property's operational framework.



C. Beyond adaptation: reducing your carbon and biodiversity footprint

Adapting to climate change is necessary but not sufficient. Hoteliers also have a responsibility to reduce their own footprint.

This matters not only for climate mitigation but also to protect ecosystems like forests, wetlands, and coastal areas that safeguard the physical resilience of properties and the tourism appeal that sustains business. The landscapes and biodiversity that guests travel to experience depend on healthy natural systems. By reducing their environmental footprint, hoteliers preserve the ecosystem services that underpin both climate resilience and the very foundation of tourism demand.

The levers are concrete:

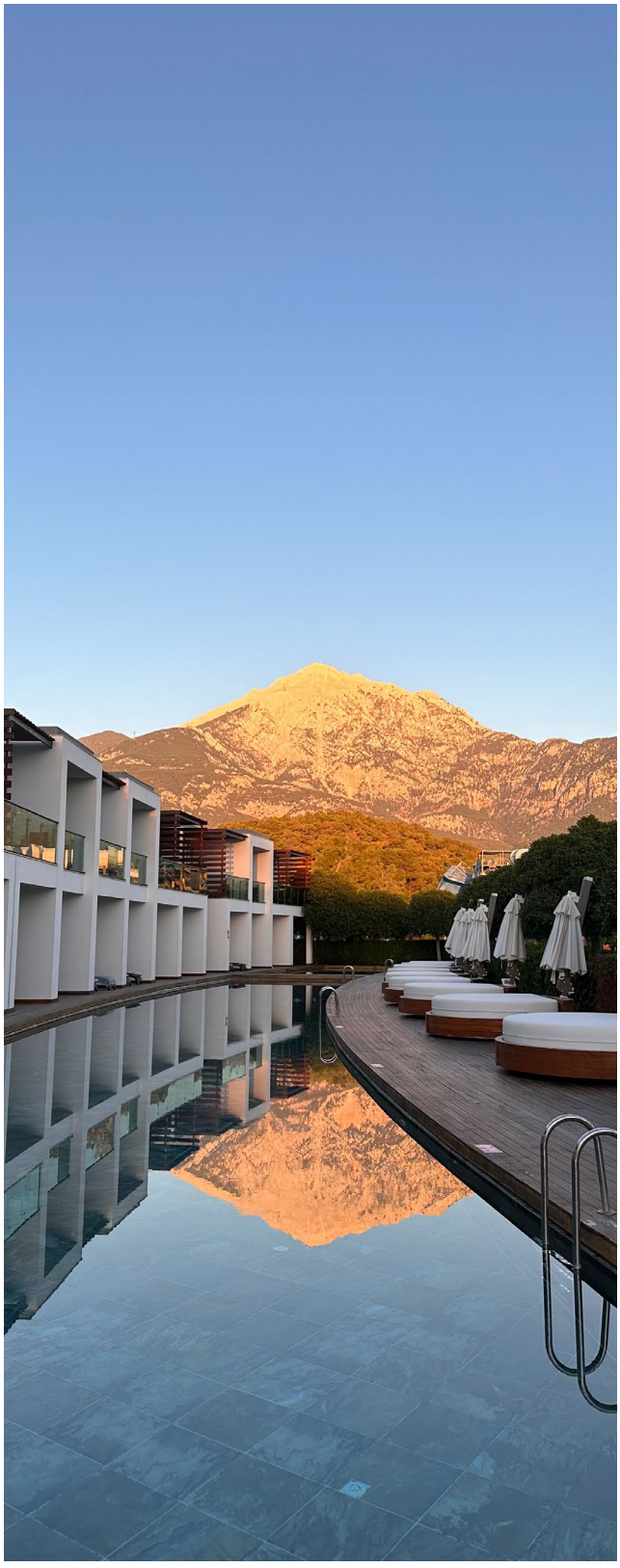
- **Decarbonising energy consumption**
- **Local food sourcing**
- **Encouraging low-carbon mobility**
- **Circular economy in procurement**
- **Waste prevention and management**

Some groups have already made this ambition a strategic priority in its own right. Iberostar is a telling example: through its "Wave of Change" programme, the Spanish group has structured its approach around the circular economy, responsible food and beverage, and the preservation of coastal ecosystems. On the food side alone, rolling out waste management systems across some twenty properties made it possible to avoid wasting more than 500,000 meals in 2022. These approaches do not stop at reducing the footprint: they actively engage guests in a responsible tourism experience, turning sustainability into a driver of appeal.

ADEME estimates that accommodation committed to the EU Ecolabel reduces its water and energy consumption by an average of 30% in the first year of certification.

These efforts also open the door to recognised labels (Green Key, EU Ecolabel) whose standards cover both adaptation and mitigation.

Beyond the savings generated, these certifications strengthen a property's credibility with guests, investors and local authorities, and send a strong signal in a sector where the ecological transition is progressively becoming a condition of long-term competitiveness.





Conclusion

A resilient approach can contribute to better control of operating costs, revenues and insurance risks, to preserving the value of assets and to strengthening operational resilience in the face of climate hazards. It also enables hotel groups to anticipate regulatory change, to respond better to the growing expectations of travellers, investors and lenders, and to prepare their operations for climate conditions set to change lastingly.

Identifying climate risks is the first step. The true challenge lies in translating those assessments into prioritized, concrete adaptation actions aligned with your company's strategic objectives.

Drawing on a methodology designed to identify, prioritise and monitor climate risks at each individual site, together with a comparison of the potential costs and benefits of adaptation measures on the basis of the assumptions used, Altitude helps hotel groups structure and steer their resilience approach.

Organisations that start integrating these issues into their investment, asset management and operating decisions today will be better equipped to anticipate changes in their environment and strengthen the durability of their business in an increasingly uncertain climate context.

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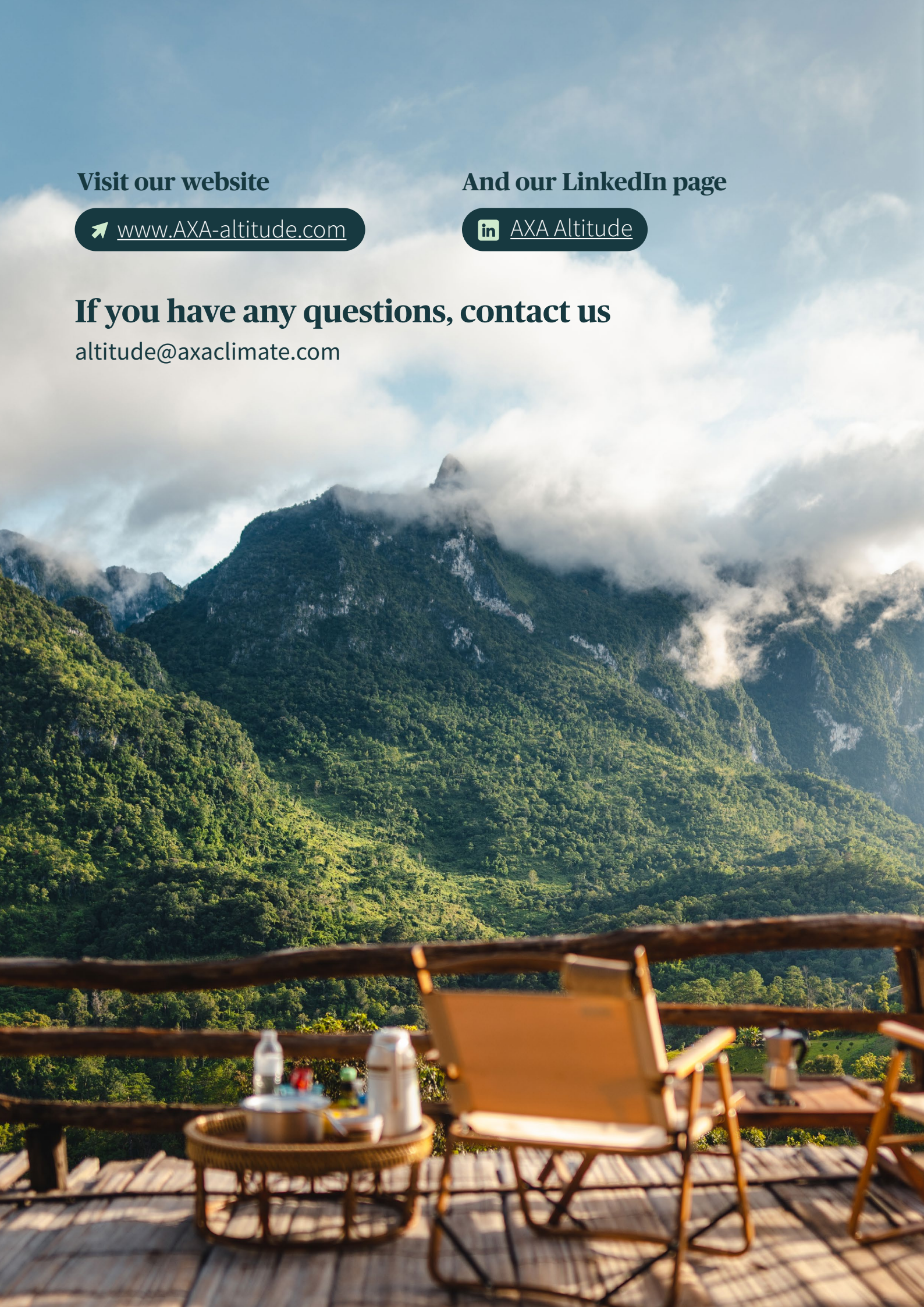
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