



Sustainability Practices and Online Communication Strategies in Brazilian Luxury Hotels

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Abstract

Sustainability has become relevant in contemporary times and has established itself as an important differential when purchasing products and services. Companies that engage in sustainable practices and know how to use social media to promote them are recognized and valued in today's market, especially in the luxury sector. Thus, this study is an exploratory research based on comparative analysis that aimed at identifying the sustainability actions of Brazilian luxury hotels promoted through their digital communication channels. The sample consists of 56 hotels associated with the Brazilian Luxury Travel Association (BLTA). The number of hotels implementing the sustainable practices stated in the BLTA's 2022 Annual Report was compared with the quantity of the same practices promoted through their digital platforms. The results indicate a limited number of hotels leveraging sustainability as a marketing strategy through digital media. The most utilized platforms for communication are Instagram and the hotel's own website, while the most promoted practices were ingredient sourcing and employment and income initiatives.

Keywords: luxury tourism, luxury hotel, sustainability, marketing, social media