

Sustainability & ESG 2025 Trends to Lookout For

As we progress through 2025, the serviced apartment sector is experiencing a significant shift towards sustainability and compliance. With evolving regulations impacting larger businesses, changing guest preferences, and corporate commitments to responsible business practices, serviced apartment providers are integrating sustainable solutions to align with global sustainable goals.

Here are some of the trends that we are expecting to see across 2025.

Sustainable Design and Retrofitting

Sustainable retrofitting is essential to achieving the UK's net zero targets. With 80% of today's buildings expected to remain in use by 2050, an estimated 70% will become non-compliant without intervention. Sustainable design and retrofitting are strategic imperatives that can enhance asset value, reduce operational costs, and ensure long-term competitiveness and resilience. There are many smart technologies available that can help with energy efficiency and reduction.

Rise of ESG-Focused Accommodation

Demand for ESG-aligned accommodation is growing, with businesses prioritising sustainable stays for employees. Emerging brands are setting benchmarks by offering serviced apartments tailored for ESG-conscious organisations. These spaces blend luxury with sustainability, ensuring responsible corporate travel.

Integration of Green Spaces

Urban living is evolving with the inclusion of **natural elements** in serviced apartments. Features such as **rooftop gardens, indoor plant installations, and courtyard greenery** contribute to sustainable urban ecosystems by improving air quality and enhancing well-being.

Integration of Social Values

A growing trend in the serviced apartment sector is fostering strong community ties through partnerships with local businesses, encouraging residents to shop locally and engage with their surroundings. Investing in community grants, volunteer projects, and charitable initiatives further enhances neighbourhood connections, creating a more vibrant and inclusive living experience.

Final Thoughts

The shift towards sustainability in the serviced apartment sector is accelerating, driven by regulatory requirements and evolving corporate and consumer preferences. ESG compliance is no longer optional but a necessity to stay competitive in a rapidly changing industry.

For businesses looking to stay ahead, proactive engagement with sustainable practices will be key in securing long-term success.