

# Beyond Green Signals: How Emotional Value and Well-Being Shape Hotel Choices

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## **Abstract**

Green practices are now a baseline in hospitality, yet travelers' stated concern for the environment often fails to translate into bookings. We test whether hotel sustainability persuades more effectively through self-oriented benefits—emotional value (EV) and perceived well-being (PWB)—rather than brand-oriented signals (CSR, competence). Across two experiments, higher sustainability efforts increased staying intentions, with effects mediated by EV and PWB; CSR and competence did not mediate. We argue that emphasizing how eco-initiatives enhance guests' experience and well-being is more persuasive than corporate responsibility messaging.

**Track:** Tourism Marketing