

# The IMPT carbon mechanic.

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**What IMPT pays for, in one line:** ~1 tonne of CO<sub>2</sub> removed per booking — about 28 hotel nights' worth — funded out of IMPT's commission, not the guest's bill.

## How it works

- Guest books a hotel on IMPT (impt.io) at the same price as the major OTAs. Free cancellation.
- IMPT receives a commission from the hotel/aggregator — same as Booking, Expedia, etc.
- From that commission, IMPT funds the purchase of high-quality carbon credits.
- Those credits are retired on a public on-chain ledger so the offset is provable, not just asserted.
- One booking ≈ one tonne ≈ ~28 hotel nights' worth of carbon removed.

## Why this is different

- **Same supply.** ~1.7M hotels · 195 countries.
- **Same price.** The price you see is the price you pay.
- **No guilt-tax.** The customer doesn't add an "offset" line at checkout — IMPT pays for it.
- **Verifiable.** Retirements live on-chain. No "we planted a tree somewhere".

## What we don't claim

- That every hotel on IMPT is itself "green-certified". We book what guests want; we offset the consequence.
- That offsets are a substitute for emissions reductions. They aren't. They're an honest fix for what's left.
- That carbon offsets work everywhere. We use a quality bar, not the cheapest credit on the market.

Source: IMPT product. Verified by founder Mike English (mike@impt.io). For press queries: [calendly.com/mike-impt/30min](https://calendly.com/mike-impt/30min).