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Very short introduction of myself

Focus of our work:

- Market research in tourism demand
- Sustainable tourism development
- Supporting tourism strategy, planning, policy

Sustainable and competitive hotels through energy innovation - neZEH 2015, 24 June 2015 Nice, France
L'innovation énergétique au service d'un tourisme durable et compétitif - Hôtels Presque Zéro Energie






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It's a good idea to talk about the consumers ...

... because people in Europe care about sustainability:

59% think you should measure progress of a country based equally on social and environmental criteria and on economic criteria.

75% have a positive attitude towards environmentally friendly products even if they cost a bit more

Source: European Commission 2014, Special Eurobarometer 416, ATTITUDES OF EUROPEAN CITIZENS TOWARDS THE ENVIRONMENT

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It is important to think about and talk to the consumer ...

... and that is what we are going to do in this session:

- Helena Egan, Tripadvisor
- Jelena Janjusevic, Government of Montenegro/UNDP
- Jordi Busquets, International Hotel and Restaurant Association
- Fiona Humphries, Travelife
- Anya Niewierra, Limburg Region
- Alice Jude, Cité Européenne de la Culture et du Tourisme Durable

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Enjoy ...



Ulf Sonntag
Leiter Marktforschung
Prokurist

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