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# Sustainable and competitive hotels for energy innovation

NEZEH 2015

Acropolis Nice – June 24th 2015

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INNOVATIVE CITY

**Working Session III: SUSTAINABILITY AS A MARKETING OPPORTUNITY IN THE HOTEL SECTOR – A GROWING AWARENESS IN CLIENTS BEHAVIOR**

**Moderator: Ulf Sonntag, NIT/NECSTouR**

**SUSTAINABLE AND COMPETITIVE HOTELS THROUGH ENERGY INNOVATION - NEZEH 2015**  
**L'INNOVATION ÉNERGÉTIQUE AU SERVICE D'UN TOURISME DURABLE ET COMPÉTITIF**  
**HÔTELS PRESQUE ZÉRO ENERGIE – EDITION 2015**  
24 June, 2015 – Nice ACROPOLIS

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**Very short introduction of myself**

**NIT**  
NEW INSIGHTS FOR TOURISM

**NECSouR**  
Network of European Regions for a Sustainable and Competitive Tourism

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**INNOVATIVE CITY**

Focus of our work:

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

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*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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