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# Sustainable and competitive hotels for energy innovation

NEZEH 2015

Acropolis Nice – June 24th 2015



**About engaging small  
accommodations for sustainability  
in a mature tourist destination...**

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Netherlands**

## South-Limburg, in the south of Holland and in the center of Europe



## South Limburg: most popular destination in NL



## Facts

- **Surface** : 25 x 25 km (same size as greater Nice)
- **Turnover** : ± € 1.200.000.000 (industry-wide)
- **Employment** : 21.000 persons + 12.000 overflow
- **Day Tourism** : ± 30 million (estimation)
- **Guest come** : because of our landscape & culture
- **Overnights** : 5 million (87% Dutch, mostly short breaks)

**> 70% in small accommodations**



## Strategy for sustainable tourism

**Acting sustainable as a hotel,  
is only credible in a region that  
acts sustainable...**



## How can a region act sustainable?

1. Have 4 seasons by developing themes & products (events, attractions) for 4 seasons
2. Have your **4 A's** act in harmony  
**Area Acces Attractions Accommodations**
4. Give the good example! (SL is p.e. member of ETIS)
4. Give your businesses some support!
5. Communicate! To guests AND to businesses!



## Support plan small accommodations

1. Research status quo by Zuyd University
2. Handbook by Cologne Business School
4. Offer incentives (like funding program for solar energy charging point for E-bikes)
5. Give visibility to those who act
6. AIDA communication



## DUURZAAMHEIDSHANDBOEK VOOR KLEINE ACCOMMODATIES IN ZUID- LIMBURG



Door VVV Zuid-Limburg

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VVV ZUID  
LIMBURG  
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