



HOSPITALITY INDUSTRY IN ECONOMIC TERMS



- 1,8 million businesses
- 99% SMEs
- 91% micro enterprises, i.e employing less than 10 people
- 460 billion EUR contribution to economy (3,7% of EU GDP)

It employs 10.2 million workers in the EU, which together with tourism makes it the 3rd socio-economic activity





INSTITUTIONAL LANDSCAPE



Sustainable and Responsible Tourism – Institutional landscape:

- UNWTO Global Code of Ethics
- UNWTO protect children campaign
- European Charter for a Sustainable and Responsible Tourism
- HOTREC position on sustainability

The hospitality industry is strongly committed to fostering sustainable & responsible tourism!





• 5 November 2015: HOTREC officially signed the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism • The Code builds on 10 principles that cover the economic, social, cultural and environmental aspects of tourism. Article 3 of the Code: "Tourism, a factor for Sustainable development"

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HOTREC & SUSTAINABILITY



"HOTREC fully agrees with the need to promote sustainable responsible and high quality tourism"

Main focus:

- Promotion of the use of energy efficient products and renewable energy sources
- Promotion of projects aimed at building capacity on **energy management for SMEs** in the sector
- Promotion of sustainable water resource use and waste management
- Serve as a best practice sharing platform







Background Reminder – NeZEH: CHALLENGES Hotrec



Challenges faced by hoteliers when undertaking energy efficiency measures:

- Adapt infraestructures of hotels to energy efficiency specially in old/historical buildings
- High costs to implement energy efficiency measures
- Source of finance and credit schemes of financial institutions pose signficant problems









Information & Communication: KEY DRIVERS



Key drivers for hoteliers to undertake energy efficiency measures:

- Information sessions
- Awareness raising campaings
- Information materials /brochures
- Trainings, Workshops of hotel owners/managers, staff and clients explaining & promoting the benefits of energy efficiency etc



Information & Communication: KEY DRIVERS



INFORMATION IS POWER...

 Adequate information and awareness raising on the benefits of undertaking energy efficiency measures is key for hoteliers to become more Green and to start developing zero energy strategies

Information & Communication: a first step and key driver for hoteliers to start investing in energy efficiency ...





Information & Communication: KEY DRIVERS



Examples of awareness raising campaigns /trainings/ workshops developed by HOTREC national associations



Austria: Public & Private awareness raising



Brochures:

- Organiser: Developed by APHA + APRA + Public Authorities
- Target groups: hoteliers and restaurateurs
- Brochure contains guidelines on energy management based on the Austrian Energy Efficiency Act

Worskhops:

- Organiser: Austrian Energy Agency
- Target group: hoteliers
- Objective: Show hoteliers how to improve their energy management (ex: use of Wood pellets)





Germany: Energy Campaign Hospitality



- IHA- D + DEHOGA "EnergieKampagne Gastgewerge" awareness raising campaign focused on improving energy efficiency in the hospitality industry
- Objective: Reduce energy consumption in hotels and restaurants and reduce energy costs
- Campaign provides information for hoteliers & restaurateurs through numerous channels:
 - Practical tips on the campaing internet portal



Germany: Energy Campaign Hospitality



Services included:

- Ideas to reduce energy costs
- Information to guests
- Users can enter their energy consumption data, control it and find ways to reduce it

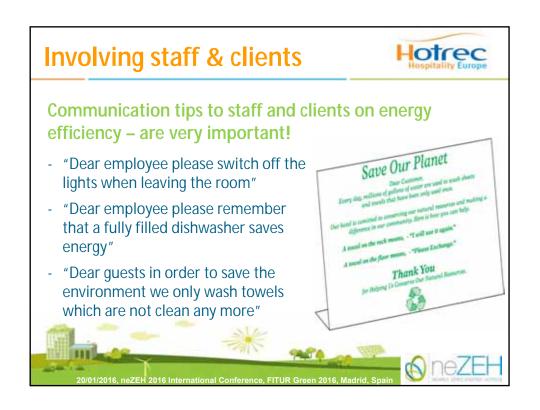
Tips for hoteliers:

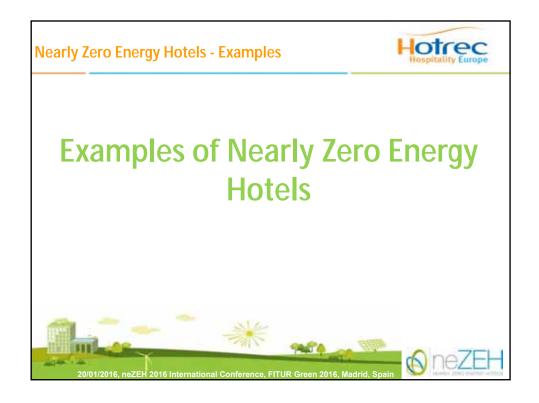
- Window cleaning: Through clean windows more light is coming in, less need of internal lights
- Cleaning of illuminates: Dirty bulbs are making light less effective.
- Repairs: Check and repair isolation of doors, repair water-taps if water is leaking, etc.
- Electrical thermostats for heating elements to better regulate heating e.g. in hotel rooms





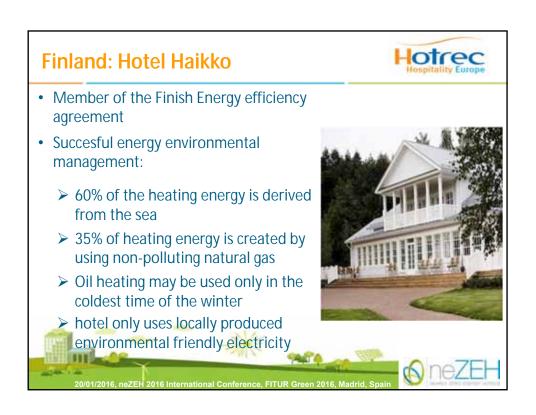


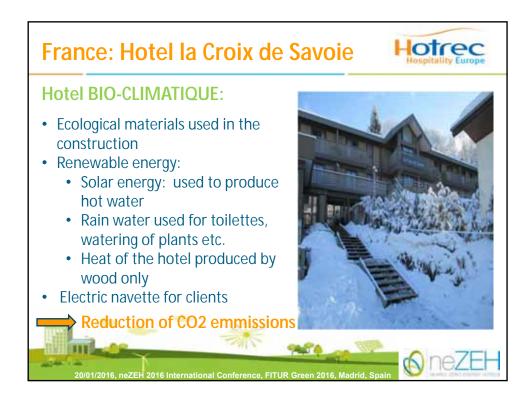




Austria: Boutique Stadhalle Hotel It is a Zero Energy Balance Hotel During 1 year the hotel creates the same amount of energy that it is needed to run it Only renewable energy sources (solar panels etc), ground water heat pumps etc are used

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Conclusions



- Communication is key in promoting sustainability
- Focus should be put on both awareness raising of hoteliers on the benefits of undertaking energy efficiency measures (including competitive advantages and costs savings) and on employees awareness raising and engagement
- It is not only about energy efficiency products and materials but also about people engagement and commitment for the benefits of future generations

