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## Marketing Guidelines

*(WP6 PROMOTION OF FRONT RUNNERS – D6.1 Front Runners Marketing Guidelines)*

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[www.nezeh.eu](http://www.nezeh.eu)



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## THE EU INITIATIVE NEARLY ZERO ENERGY HOTELS (neZEH)

neZEH's scope is to accelerate the rate of refurbishment of existing hotels into Nearly Zero Energy Buildings (nZEB), providing technical advice to hoteliers for nZEB renovations, demonstrating the sustainability of such projects, challenging further large scale renovations through capacity building activities, showcasing best practices and promoting the front runners. The project covers seven (7) EU countries: Greece, Spain, Italy, Sweden, Romania, Croatia, France and has a wide EU level impact.

The expected results are:

- An integrated set of decision support tools to assist hoteliers in identifying appropriate solutions and designing feasible and sustainable nZEB projects;
- A dynamic communication channel between the building sector and the hotels industry, which will enable the exchanging between demand and supply side and the endorsement of the nZEB concept;
- Demonstration pilot projects in 7 countries to act as "living" examples; aiming to increase the rate of nZE renovation projects in the participating countries
- Practical training, informational materials and capacity building activities to support nationally the implementation and uptake of nZEB projects;
- Integrated communication campaigns to increase awareness for the nZEB benefits, to promote front runners and to foster replication; challenging much more SMEs to invest in refurbishment projects in order to achieve nZE levels.

In the long term, the project will assist the European hospitality sector to reduce operational costs, to improve their image and products and thus to enhance their competitiveness; contributing in parallel to the EU efforts for the reduction of GHGs.

neZEH started at May 2013 and will end at April 2016 and is co-financed by the Intelligent Energy Europe (IEE) programme.

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World Tourism Organization (UNWTO)	EU/Int.
Network of European Regions for a Sustainable and Competitive Tourism (NECSTouR)	EU
Federation of European Heating, Ventilation and Air conditioning Associations (REHVA)	EU
Agency of Braşov for Energy Management and Environment Protection (ABMEE)	Romania
Creara Consultores S.L. (CREARA)	Spain
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# 1. INTRODUCTION

The neZEH's main objective is to accelerate the rate of refurbishment of existing buildings into Nearly Zero Energy Buildings (nZEB), focusing to the hotels sector (SME hotels). The neZEH initiative anticipates on how the EU nZEB directive will be implemented and facilitated for the accommodation sector.

Reaching an nZEB status is a very challenging target for existing hotels but represents a great opportunity to improve competitiveness while reducing operational costs, thanks to better comfort for guest and to improved arguments to attract the “green tourism” market.

The following guidelines are provided to help Regional Leaders (RLs) and neZEH Front Runners to identify and reinforce marketing opportunities, building a communication strategy to bring forward the rigorous energy policy adopted and its environmental benefits, providing the neZEH hotels an additional motivation to conclude the refurbishment works as well as raising awareness among guests and general public.

## 2. A FEW WORDS OF CONTEXT

### 2.1 TOURISM, CLIMATE AND ENERGY

Our current development model is mainly based on the consumption of fossil energy (represents 80% of the global energy consumption), which presents several issues: limited stock; uneven distribution worldwide; emissions of greenhouse gases. This last issue is a particularly serious one, and we are now all aware of the problematic climate situation and the disastrous consequences that come with it.

The tourism sector is a significant contributor to worldwide greenhouse gas (GHG) emissions (5% of global CO<sub>2</sub> emissions: transport, energy and resource consumption in hotels, etc.), and accommodation represents 1% of global CO<sub>2</sub> emissions (or 21% of the total tourism sector carbon footprint). On the other hand, the tourism sector is, and will be, strongly impacted by the consequences of climate change (rising sea levels, extreme weather events, etc.).

It is indisputable that the tourism sector has major role to play in both mitigation and adaptation to climate change.

*“One of the world’s largest economic sectors, tourism is especially well-placed to promote environmental sustainability, green growth and our struggle against climate change through its relationship with energy.”*

**Ban KI-MOON, Secretary-general of the United Nations - World Tourism Day 2014**

As the building sector is a major contributor to GHG emissions (buildings represent about 40% of the energy consumption worldwide and around 36% of greenhouse gas emissions in Europe), there is a huge potential to reduce the impact by improving the energy performance of buildings within the accommodation industry.

## 2.2 SUSTAINABLE TOURISM: CONCEPTUAL DEFINITION BY UNWTO

Beyond the role of the tourism industry in the global efforts against climate change, tourism also has a major role in reaching sustainable development, by applying its principles but also by contributing to their dissemination through the involvement of the tourists.

*“Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.*

*Thus, sustainable tourism should:*

- 1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.*
- 2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.*
- 3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.*

*Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.*

*Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them”.*

**Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005, p.11-12**

### 3. OVERVIEW OF THE ENERGY PROGRAMME AND ASSOCIATED BENEFITS

The neZEH hotels have implemented or have committed to implement a set of refurbishments aiming to reach the nZEB status. Beyond the economic savings associated to this approach, there is also a positive impact, both in terms of environmental preservation (through mitigation of climate change) and in terms of guests' comfort. These last two items must be valorized within the Hotel's communication strategy. In this perspective, the first step is to list the different actions that have been or will be undertaken to reach the nZEB status.

#### 3.1 LIST OF ACTIONS TOWARDS NZEB

During the neZEH project, the hotels have invested or have committed to invest in many improvements to diminish their energy consumption through the installation of renewable energy technologies, more efficient insulating and illumination systems, energy efficient appliances etc.

These actions can be organized according to 3 categories:

1. Energy efficiency (insulation, energy efficient appliances, etc.)
2. Renewable energy (solar, wind, geothermal, etc.)
3. Soft solutions/behavioral change (training of staff, sensitizing clients, etc.)

In order to valorize the hotel's energy approach, the first step is to list the different actions that have been or will be implemented. Creating a list of all these actions will help the neZEH hotels to have a clear vision of all the strengths they acquired after the retrofitting, allowing them to highlight it through a new marketing strategy.

This exhaustive list will also help to include in the marketing strategy actions that are not generally put forward towards the client but that participate in the trajectory of reaching the nZEB status. For example, investing in an energy management system is not easily made known to the client, even though it can be an important contribution to reducing energy consumption. Therefore, having an exhaustive list of the actions implemented will make it easier to communicate on a global and complementary approach. This last aspect is an essential part of reaching the nZEB status.

## 3.2 LIST OF ASSOCIATED BENEFITS

Reaching an nZEB status can have different types of positive impacts, that can be put forward in the hotels marketing strategy.

These benefits can be grouped in 3 types:

1. **Economic:** reducing the energy consumption will result in economic savings on the hotel's operational costs. This first aspect is not necessarily one to include in the marketing strategy, as it is not in the client's first interest that the hotel is saving money. However, this can be put forward in the marketing strategy if the savings made by the hotel has enabled it to improve the services (e.g. the savings were used to improve the Wi-Fi network and now is available, free of charge, in all areas of the hotel).
2. **Environmental:** as awareness rises everyday on the environmental issues that our planet is facing (climate change, overconsumption of natural resources, pollution, waste, etc.) and the multiple impacts they have, we are progressively observing an evolution in citizens' way of life all around the world, and in their consumption choices: according to the "Guide to Sustainable Tourism 2013"<sup>1,2</sup>, published by Blue and Green Tomorrow, 75% of travellers were going to consider ethical or environmental impact of their main holiday during that year. Reaching an nZEB status represents an important contribution to addressing the environmental challenges, an aspect which must be valorized in the communication strategy, both as way to improve the hotel's image, and also to attract guests that are sensitive to the environmental issues and that wish to stay in hotels which share the same engagement.
3. **Social:** the social benefits of reaching nZEB status for hotels are multiple. First, it is associated with an increase in the guests comfort (better insulation of outside walls also mean a better insulation from noise; improving the ventilation can have positive impacts on health; a more effective heating and cooling system increases comfort; etc.). The neZEH approach will also contribute in raising awareness of guests to environmental issues; how energy performance in buildings is one of the opportunities of action to address them. In addition, the neZEH approach includes actions towards staff (training, raising awareness), which can contribute to a good team spirit, the whole staff having a common goal of being environmentally friendly. Actions towards guests and staff can also have positive impacts outside of the hotel (if the staff applies these behaviors in their homes, etc.)

The table n.1 below presents an example of a method to list the different actions implemented and the associated benefits, in order to easily use it afterwards in the marketing strategy.

<sup>1</sup> Green and Blue Tomorrow's report: <http://blueandgreentomorrow.com/2013/02/15/tour-operators-travellers-sustainable-travel-polls/>

<sup>2</sup> Guide to Sustainable Tourism available on <http://blueandgreentomorrow.com/wp-content/uploads/2013/02/BGT-Guide-to-Sustainable-Tourism-10MB1.pdf>

Table n.1 - Improvement's inventory to include in the marketing strategy

INVENTORY OF IMPLEMENTED ACTIONS AND ASSOCIATED BENEFITS				
Aspect improved	Improvement made	Results/Advantages		
		Economic	Environment	Social
Walls	Insulation	Savings (quantify if possible)	Less energy consumption (quantify if possible) Less GHG emissions (quantify if possible)	Better insulation from noise Improved thermal comfort
Staff	Training Raising awareness			Staff trained and more sensitized on energy consumption – multiplication of impact
...	....			....

## 4. OVERVIEW OF THE CURRENT MARKETING STRATEGY

Once the list of information to be highlighted is clearly defined, the second step is to have an overview of the hotel's current marketing strategy. What are the tools and methods currently used? What is the public the hotel is trying to reach?

### 4.1 INVENTORY OF CURRENT COMMUNICATION TOOLS AND CHANNELS

Similar to the inventory described in the topic 2.1, this step consists in identifying what are the current marketing tools and channels used by the hotel. During this phase it is important also to identify what tools and activities are the most efficient, in order to adapt those in priority.

There are several communication tools that hotels can have, such as:

1. **Printed material** (brochures, leaflets, posters, etc.): these tools are either used on-site (within the premises of the hotel) or off-site (tourism offices, airport, car-rentals, etc.)
2. **Website of the hotel**
3. **Social media** (Facebook, Twitter, LinkedIn, etc.)
4. **Mobile phones applications** (reservation apps, like TripAdvisor, booking.com, Green Globe etc.)
5. **Newsletter**
6. **Etc.**

In order to communicate, hotels have several types of communication channels they can mobilize:

1. **Local media (press, radio, local TV, etc.)**
2. **Specialized media (magazines, information portals, etc.)**
  - a. **Specialized media 1: tourism and accommodation**
  - b. **Specialized media 2: building, construction, energy, technologies...**
3. **Tourism offices, Chambers of Commerce, ...**
4. **Tourism and hotel associations (regional and local)**
5. **Etc.**

Listing the current communication tools and channels will help to better define adaptations and improvements that can be made in order to integrate the neZEH approach in their marketing strategy. In this perspective, it will be important also to assess the respective impact of each of these tools and channels.

## 4.2 IDENTIFY THE PUBLIC

Once defined the current communication tools and channels and before defining the improvements/adaptations that can be done, it is important to identify the public to be reached and its profile, so the new strategy can be adapted to them. Usually they can fit into a group or segment and knowing this information, the hotel can decide what kind of improvement needs to take place to achieve a high-quality communication.

Several aspects can be used to better define the profile of the hotel's guests:

1. **Country/town of residence:** according to the origin of the guest (local, national, European, International), his sensitivity to the communication can change. For example, guests from Nordic European countries can be more sensitive to the environmental engagement of the hotel. Another illustration is that local clients will be more easily reached with local communication tools and channels.
2. **Purpose of travel** (leisure, business): the purpose of the travel will affect factors like the number of days of the stay and how concerned the guest will be by the hotel's "extra benefits", other than price and comfort. For example, in a leisure travel, the guest will profit more from the hotel's services than a guest travelling for his work. Another point to analyze is that usually business travels are not organized by the guest himself but by the company which use agencies' service for booking.
3. **Age:** the communication tools and channels and the approach used by the hotel will probably change according to the age of the public to be reached. For example, while young guests can interact more via social media and could be more vulnerable in terms of budget, adult guests can be more influenced by specialized media, like travel magazines, and more concerned by the comfort offered by the hotel.
4. **Type** (single adult, groups, families, special needs): beyond the budget, it will be important to know what kind of services and activities the guests are looking for, what is the added value that the hotel could offer them, and how the hotel's engagement in the neZEH project will impact their choices.
5. **Etc.**

Hotels usually have this type of information regarding the profile of their guests. Otherwise, this diagnosis can be done by a market research, which can be easily done by:

1. The hotel itself, through a **feedback of its clients** (short questionnaire at the time of check-in)
2. By **specialized agencies**

3. Creating an **online survey** (often for free in websites as “*Free Online Surveys*”<sup>3</sup>)
4. Simple consulting **specialized websites and publications** that furnish the latest news concerning the segment, like the World Tourism Organization (UNWTO) or Green hotelier, for example.

Using the collected information, the table n.2 below can then be used to assess the impact of each tool and channel, in order to identify what should be adapted in priority to integrate the neZEH approach.

Table n.2 – Assessment of the efficiency and potential for adaptation of current tools and channels

OVERVIEW OF THE HOTEL'S MARKETING STRATEGY				
Type of tool/channel	Main public reached with it	Impact (low, medium, high)	Potential for adaptation (low, medium, high)	Priority to adapt tools/channel (rate from 0 to 5)
Website	All	High	High	5
Social media	Young	Medium	Medium	4
..	...	...	...	...
...	...	...	...	...

<sup>3</sup> Available in <https://freeonlinesurveys.com/#/>

## 5. ADAPTING THE MARKETING STRATEGY

The improvement of the marketing strategy can be achieved through a variety of marketing techniques, marketing platforms, and processes as well as in different levels, allowing the neZEH hotels' to show to different public and stakeholders that providing comfort and high-quality service does not imply increase in energy consumption.

### 5.1 ADAPTING THE HOTEL'S IMAGE: TOWARDS A "GREEN" IMAGE

Reaching the nZEB status is an important engagement for the hotel, and can be valorized by adopting an "environmental friendly" image.

#### The logo

Changing a company's logo is a strategy used by many big companies recently. For example, McDonald's franchises in Europe say they are playing their part in environmental awareness through their new logo design: "go-green":



Using colors that reminds the environment provides the establishment of a nice image regarding their existing customers and can help attracting new clients who feel concerned by this subject.

Of course, the idea is not to fall into "green washing", and it is important that the hotel believes in this environmental engagement, so that it is also credible to its guests.

#### Graphic charter/design

As we will see hereinafter, beyond the logo, visual tools can be applied in many other ways to communicate to the guests. Elaborating a graphic charter is an effective manner for the hotel to inform and transmit messages and tips to guests and the general public, enabling them to understand the hotel's environmental approach, reinforcing at the same time the hotel's brand through its visual identity.

For example, Accor hotels launched recently a sustainable program called "Planet 21" (referring to Agenda 21), in which the group made 21 commitments in favor of sustainable development.

Through the 7 pillars of its Planet 21 program, Accor acts to improve its practices in social, societal and environmental fields. And in order to communicate it to general public, they created a dedicated graphic charter, as we can see below.



*Accor's graphic charter for the Planet 21 program.*

## 5.2 ADAPTING THE HOTEL'S COMMUNICATION TOOLS

### Including a text/paragraph/information on the hotel's environmental/energy engagement in the hotel's leaflet/brochure

The leaflet containing a brief description of the hotel's energy approach, the works of refurbishment, the energy savings and how it benefits and impacts both on guests and on the environment represents a simple way to communicate to clients who stay at the hotel.

### Elaborating a dedicated leaflet

A specific leaflet can be dedicated to provide more information about how the hotel became a "nearly zero energy building" (nZEB), the technologies used, the investment needed giving them an idea of the approach and the added value of the establishment.

Within the neZEH project, such a leaflet has been elaborated (*see the WP6 guidelines document for more information and for the leaflet template*).



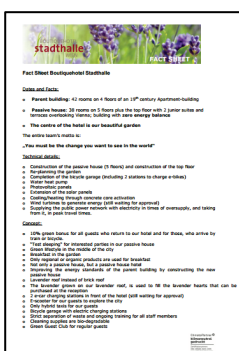
*Hotel Guest Leaflet for neZEH Pilot Hotels*

## Hotel's website

Add a new tab “environment” or “responsible practices” or “energy efficiency” in the hotel’s website is a good way to show to customers and to general public how committed is the hotel in **offering an efficient and comfortable service while concerned by climate, energy and environment.**

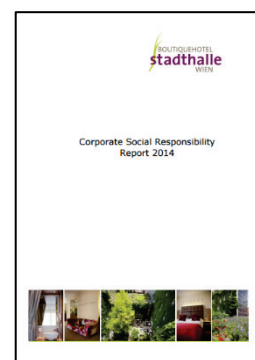
Providing numbers and pictures of what has been done during the retrofitting works can encourage both potential clients in choosing the hotel for their accommodation but also other hoteliers to commit themselves to the same approach.

Websites are also a good tool to make available documents presenting the Hotel's engagement and that can be downloaded by guests. For example, on its website, the Boutiquehotel Stadhalle in Vienna has added documents presenting some of the actions implemented to be sustainable:



A factsheet, presenting dates and facts; technical details; information on the energy performance (electricity, heating, hot water).

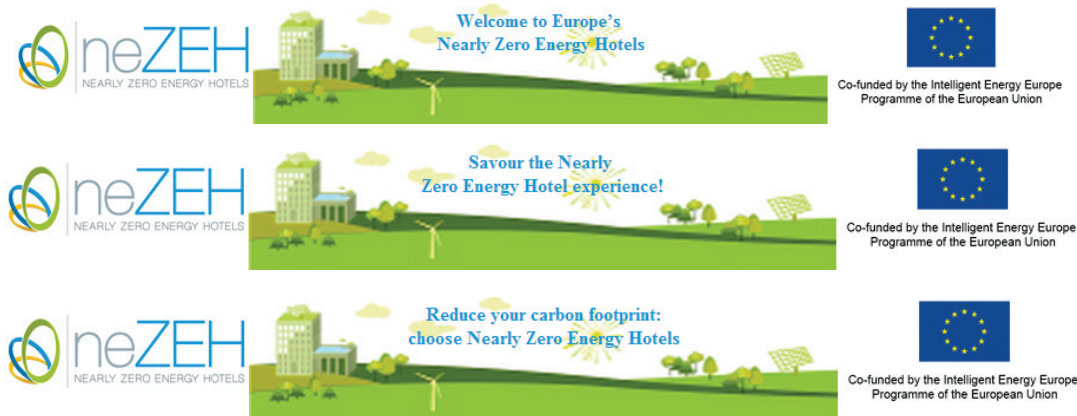
[https://www.hotelstadthalle.at/wp-content/uploads/2015/02/Factsheet\\_2012\\_Englisch.pdf](https://www.hotelstadthalle.at/wp-content/uploads/2015/02/Factsheet_2012_Englisch.pdf)



The Corporate Social Responsibility Report 2014.

<https://www.hotelstadthalle.at/wp-content/uploads/2015/02/CSRReport2014English.pdf>

Within the neZEH project, a dedicated web banners for pilot hotels to promote their engagement have been elaborated (more details and html files in D7.6 Web banners). This tool aims to make hotel guests acknowledge that the hotel is a neZEH pilot hotel and to know more about the neZEH initiative.

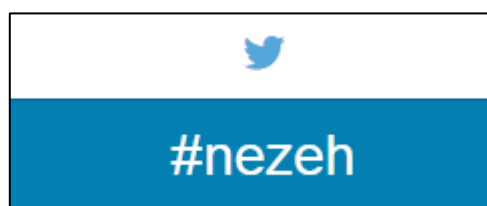


*Web banners for neZEH Pilots Hotels*

## Social media

Today, social media such as Facebook, Twitter, Instagram etc., exert a significant impact in society's choices and lifestyle. Creating a profile on these new and fast ways of communication allows the hotel to reach the most various publics, especially the trendy ones interacting with them instantly through pictures, events, and links to more detailed contents.

The neZEH pilot hotels have the possibility to use the already existing hashtag for neZEH in Twitter, #neZEH. This contributes to enlarge the audience targeted through social media, in this case Twitter.



*neZEH Twitter*

## 5.3 ACTIONS TO IMPLEMENT ON-SITE

Implementing dedicated communication actions on-site is important for the guest to feel he is truly staying in an engaged hotel.

On-site communication is also a good way to make the client be part of the approach, by inviting him to participate (by his behavior, by being informed, etc.).

It is therefore good mean to raising awareness among guests, encouraging them to commit to the hotel environmental - energy approach and also invite them to apply it at home.

The following tools and activities presented below are suggestions of what can be implemented, but are not exhaustive.

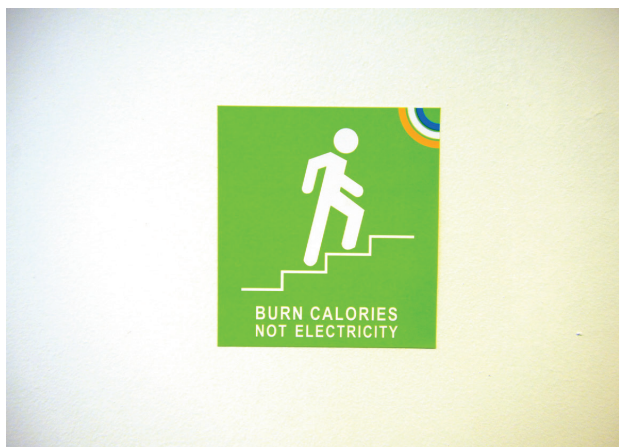
### Signs on the walls

Adding signs on the walls, and in different relevant places in the hotel, is a good way to show each of the actions that have been undertaken by the hotel.

For example, there can be signs next to some of the lights saying *“The Hotel only uses energy efficient light bulbs, saving X CO<sub>2</sub> emissions per year”*.

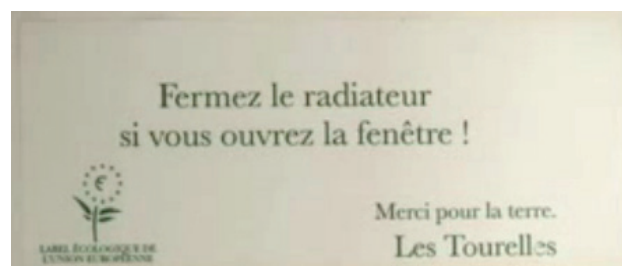
Signs can also be a way to show guests how they can contribute to the neZEH approach.

It is important that these signs are formulated as an “invitation” to participate, more than in a sanctimonious manner. The client can be invited to take part in the hotel’s approach and therefore contribute to the preservation of our environment. For example *“Help us help the planet. Please turn off the lights when you leave your room.”*



*Message encouraging guests to use stairs instead of elevators – Hotel Solar, France.*

*“Turn off the radiator if you open the window” – message in a bedroom of Les Tourelles hotel in France.*



### Displaying the hotel’s energy/environmental/sustainability policy

In order to inform synthetically guests about actions undertaken by the Hotel in favor of the energy performance, the environment and/or sustainability, a good solution is to display the Hotel’s policy on that matter.

The Green Hotel and Responsible Tourism Initiative proposes an easy-to-use tool to create the Hotel’s policy: <http://green.hotelscombined.com/ReviewYourHotel.php>

## The architecture/engineering itself

The visual impact is certainly one of the most important tools concerning marketing. Making the hotel's approach immediately visible to customers through the building, furniture, external sources of renewable energy reinforce in a constant way its commitment in having an environmental and energy efficiency.



*Decoration and solar panels reminding the environmental commitment of the BioVita Hotel, Italy – a “climate hotel”*



*Vegetal walls, solar panels and lavender roof on the Boutiquehotel Stadhalle in Vienna*

## Guided tours

Propose guided tours presenting to interested people the refurbishment works, the installed technologies, etc. can be an effective way to communicate to clients. Showing these actions can enable customers to better understand the hotel's approach as well as to consider doing the same at their homes. Specific leaflets explaining how it works can also be furnished during these tours.

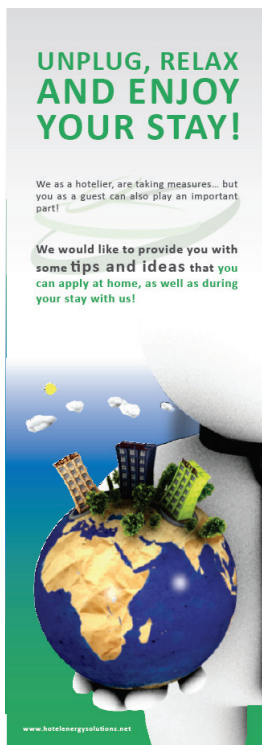
## Giving information to the guests

Hotels can play an important role in raising the environmental awareness of clients and contributing to a general behavioral change. In this perspective, proposing information that helps

guests applying eco-gestures and sustainable behaviors shows that the hotel has a true concern for the planet.

The information can be related to the destination: information about public transports, about local products shops, about “green” activities, etc.

Information can also be dedicated to invite guests to apply eco-gestures at home. As an illustration, UNWTO has elaborated a dedicated leaflet to provide to guests:



The leaflet is available in several languages:

- In English  
<http://hes.unwto.org/sites/all/files/docpdf/eng-cb.pdf>
- In Spanish  
<http://hes.unwto.org/sites/all/files/docpdf/esp-cb.pdf>
- In French  
<http://hes.unwto.org/sites/all/files/docpdf/fra-cb.pdf>
- In Portuguese  
<http://dtxtg4w60xqpw.cloudfront.net/sites/all/files/docpdf/f-port-comm-brochureok.pdf>

A video explaining the eco-gestures to adopt by the hotel guests is also available:

<https://vimeo.com/29033687>



### **Example: Hotel Solar, Paris, a hotel 100% green**

The example of this Parisian hotel can inspire the neZEH hotels on their strategy of marketing. They provide to website visitors many information concerning their environmental approach as well as **advices** aiming to raise awareness among clients and general public. They explain for example how it works the **public transportation** in Paris giving a special zoom on the **public bikes**.



They encourage the clients to sort their own waste, to **save energy** in the bedrooms and enjoy an **organic breakfast** in the morning.



Below a picture of the Hotel Solar's website: a **whole section dedicated for the ecology**

The screenshot shows a website interface with a blue and yellow color scheme. On the left, there's a 'RESERVATION' section with fields for 'ARRIVÉE', 'DÉPART', 'ADULTES' (set to 1), 'ENFANTS' (set to 0), 'IDENTITÉ', 'TÉL', and 'MAIL'. An 'ENVOI' button is at the bottom. To the right, there's a 'CONTACTS' section with a search bar and a phone number '01 43 21 08 20'. A central 'L'ÉCOLOGIE' section lists various eco-friendly features like 'LE CONCEPT SOLAR', 'LE WWF PRÉSENTE L'HÔTEL', 'CONSEILS ÉCOLOGIQUES', 'PRODUITS BIO... BASSE CONSO...', 'LES VÉLOS DU SOLAR', 'LABEL ÉCOLOGIQUE', 'BILAN CARBONE', 'CHARTRE ÉCOLOGIQUE', and 'SITES ASSOCIATIONS ÉCOLOGIQUES'. A small note at the bottom states: 'Après envoi de votre demande, vous recevrez un mail automatique de réception. Nous vous répondrons ensuite par mail ou téléphone.'

## 5.4 USING RELEVANT EXTERNAL COMMUNICATION CHANNELS

The larger the range of neZEH hotels' communication, the bigger is the notoriety of the establishment but also of the project.

Nowadays, people from all around the world are used to search information about the hotel they are going to stay in on the internet. Many websites provide a whole data base that enables people to choose what fits them the most. Therefore, communicating through the online communities and platforms is certainly an important tool for the hotel's marketing.

It is up to the hotel to look for what kind of channel they would like to use and invest in.

### Booking websites

According to the Statistic Brain Research Institute<sup>4</sup>, 57% of travel reservations were made on the internet in 2014, 65% from a Smartphone. These numbers highlight the opportunity for hotels to be referenced in such booking platforms, especially with those which promote a sustainable tourism.

Booking websites can have an international scope, or be at the national or local level.

Some of the big international booking platforms have started developing programmes to promote "green" hotels. For example, TripAdvisor has developed a "GreenLeaders" programme aiming to showcase eco-friendly hotels and B&Bs committed to green practices.



*GreenLeaders programme by TripAdvisor*

There are also national and/or local booking platforms dedicated to promoting environmental friendly hotels.

For example, the website below proposes to look for "Bio Hotels" in Spain:

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<sup>4</sup> Source: <http://www.statisticbrain.com/internet-travel-hotel-booking-statistics/>



*Example of website for those who want to book green hotels in Spain*

Another example are websites promoting a specific region which is engaged in sustainability, such as the Visit Strandja website:



In order to identify national and/or local booking platforms that promote eco-friendly practices, hotels should ask for advice from Chambers of Commerce, Tourism Offices, Hotel Associations, local authorities (tourism services), etc.

## Digital and printed magazines

Even if in a smaller scale, online and printed magazines also provide to general public many information about the hospitality industry. So it will be interesting for the neZEH hotels to promote their engagement to an energy and environmental approach through reports, videos or simple advertising.

Below are examples of specialized travel magazines, dedicated to sustainable tourism:



*Example of publications specialized in sustainable travel and tourism*

Reaching a nearly Zero Energy Status, for existing buildings, is also of great interest in the building and energy efficiency sectors. In this perspective, it will also be interesting to communicate within such publications (online or offline), by focusing more on the technical solutions implemented.

Below are some examples of magazines and web portals dedicated to the building and energy efficiency sector:



*Example of publications specialized in buildings and energy efficiency*

## Events

Participate in specialized events, which promote the green tourism, buildings' energy efficiency and every subject linked to the neZEH project can be a good opportunity for the hotel to make the promotion of its engagement to an environmental and energy approach, to discuss the good practices and develop a network in the regional, national or international levels.

As an illustration, the International event "FITUR Green", taking place annually within the International Tourism Fair (FITUR), showcases successful initiatives at national and international levels.



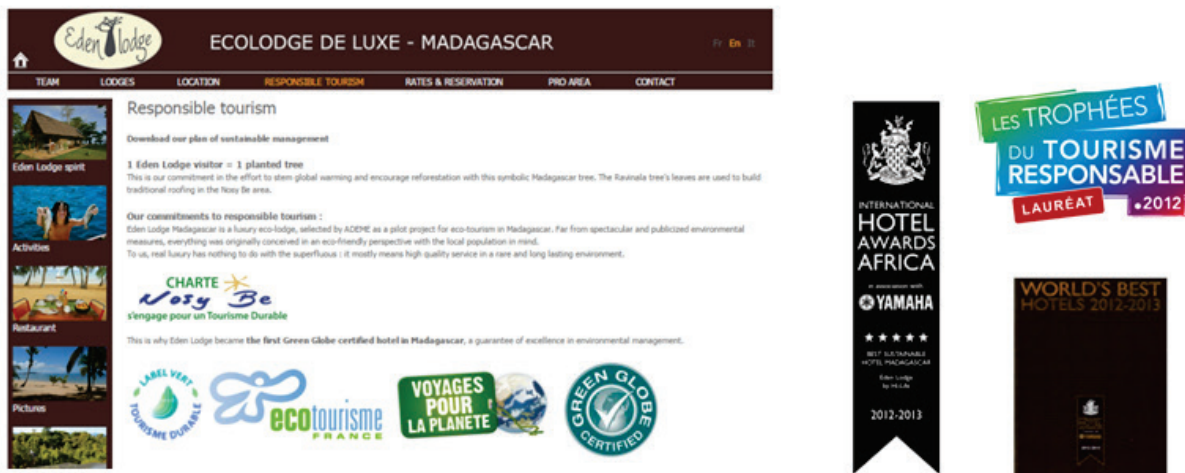
*FITUR Green event*

[http://www.ifema.es/fitur\\_06/FiturGreen/index.htm](http://www.ifema.es/fitur_06/FiturGreen/index.htm)

## 5.5 IMPORTANCE OF FALLING WITHIN A GLOBAL SUSTAINABLE APPROACH

As the example of the Hotel Solar, despite being part of the neZEH project, it is important for the front runners to fall within a global approach concerning the three pillars of sustainable development (economic, environmental, social), as they are closely linked.

The Eden Lodge, in Madagascar is an example of hotel that promotes the environment but also the development of the local population.



*Labels, certifications and prizes won by the Eden Hotel, Madagascar – everything in its website.*

Joining this multi-conceptual process allows the hotel receiving various mentions, like labels and certifications which represent to customers a proof of the hotel's commitment to a global environmental, energy and economic approach. Receive one of these labels/certifications can add even more credibility to the hotels initiatives in addition of having the hotel's name linked to its websites. We must note that many green labels exist all over the world, and this can add to the confusion of the customers. It is therefore important to choose widely recognized labels, with a reliable certification system.



*Example of green labels and certifications.*

## 6. MONITORING THE MARKETING STRATEGY'S EFFECTIVENESS

### 6.1 TOOLS TO MONITOR THE EFFECTIVENESS OF THE NEW STRATEGY

To keep the effectiveness of the marketing strategy assuring the quality of neZEH hotels' in terms of energy and environmental efficiency as well as of client service, it is very important to survey the implemented tools and activities. For example, this assessment can be done by:

1. Evaluating the increase, or not, of customers before and after the implementation of the new marketing strategy.
2. **Customer feedback**
  - a) **Satisfaction appraisals** at the end of their stay with questions about the quality of the service, of the bedroom, about the comfort, about the environment, activities and cost-benefit etc. Using a rate from "poor" to "excellent" or "0 to 5" will help both the guests in answering it easily, and also the hotel in collecting the necessary information. Afterwards, an open question can close the appraisal for those who want to be more precise about certain subjects.
  - b) Asking how did they hear about the hotel: through social Medias, magazines, booking website etc.
3. **Budgeting** how much has been invested in marketing and what is the revenue created by the adapted marketing strategy
4. Updating constantly the hotel's website and its social media accounts with news, events, promotions, etc. give more exposure to the hotel enabling customers to feel more connected to it.

## 7. USEFUL LINKS

### 7.1 HOTELS (EXAMPLES OF GOOD PRACTICES)

Accor Group 2014 Business Review:

[http://www.accor.com/fileadmin/user\\_upload/Contenus\\_Accor/Developpement\\_Durable/pdf/PLAN\\_ET\\_21/EN/en\\_br2014\\_csr.pdf](http://www.accor.com/fileadmin/user_upload/Contenus_Accor/Developpement_Durable/pdf/PLAN_ET_21/EN/en_br2014_csr.pdf)

Accor group Program: Plant for the Planet: <http://www.accor.com/en/sustainable-development/plant-for-the-planet.html>

BioVita Hotel, Italy: <http://www.theinersgarten.it/en/theiners-garten/welcome.html>

Eden Hotel, Madagascar: <http://www.edenlodge.net/fr/hotel-madagascar/tourisme-durable>

Les Tourelles, France: <http://www.lestourelles.com/views/EN/tourelles/ecolabel.html>

Solar Hotel, Paris: [http://www.solarhotel.fr/fr/rubrique.php?ID\\_cat=9](http://www.solarhotel.fr/fr/rubrique.php?ID_cat=9)

Boutiquehotel Stadthalle, Vienne: [www.hotelstadthalle.at/en/](http://www.hotelstadthalle.at/en/)

### 7.1 LABELS (NOT EXHAUSTIVE)

European Ecolabel: <http://ec.europa.eu/environment/ecolabel/documents/hotels.pdf>

Green Key: <http://greenkeyglobal.com/travel-green/>

### 7.2 CERTIFICATIONS (NOT EXHAUSTIVE)

Energy Star: <http://www.energystar.gov/>

Green Globe: <http://greenglobe.com/>

Green Hospitality Award: <http://www.ghaward.ie/>

Green Seals: <http://www.greenseal.org/>

Green Tourism: <http://www.green-tourism.com/>

ISO 5001 – Energy management: <http://www.iso.org/iso/home/standards/management-standards/iso50001.htm>

Travelife: <http://www.travelife.org/>

## 7.1 SPECIALIZED WEBSITES AND PUBLICATIONS (NOT EXHAUSTIVE)

### Travel, tourism and accommodation:

EcoGreenHotel News: [https://www.ecogreenhotel.com/ecogreen-newsletter/EGH\\_Jan/green\\_certifications.html](https://www.ecogreenhotel.com/ecogreen-newsletter/EGH_Jan/green_certifications.html)

Environmental Friendly Hotels.com: <http://environmentallyfriendlyhotels.com/>

Escapio - Website for booking green hotels in Spain: <http://es.escapio.com/hoteles-ecologicos/espana>

GlobalStewards-Go Green Hotels: <http://www.globalstewards.org/index.htm>

Green Hotelier: <http://www.greenhotelier.org/>

Green Hotels Global: <http://www.greenhotelsglobal.com/>

Green Traveler Guides: <http://greentravelerguides.com/>

Responsible hotels: <http://en.responsiblehotels.travel/>

Rough guides: <http://www.roughguides.com/>

Routard: <http://www.routard.com/>

Traveller's World: [http://travellersworld.de/-/editorial\\_eng.htm](http://travellersworld.de/-/editorial_eng.htm)

TripAdvisor – Green Leaders: <http://www.tripadvisor.com/GreenLeaders>

Visit Strandja.com: <http://www.visitstrandja.com/holiday-accommodation-strandja-bulgaria.php>

Voyageons autrement: <http://www.voyageons-autrement.com/>

### Buildings & energy efficiency

BuildUp Platform: <http://www.buildup.eu/>

Construction21 International: <http://www.construction21.org/>

Ecologik Magazine : <http://www.ekmagazine.fr/home/ek.php>

## 7.2 OTHER USEFUL LINKS

COAST Project, One Planet Tourism: <http://www.coastproject.co.uk/>

FITUR Green event: [http://www.ifema.es/fitur\\_06/FiturGreen/index.htm](http://www.ifema.es/fitur_06/FiturGreen/index.htm)

Global Sustainable Tourism Council: <http://www.gstcouncil.org/en/>

Green Hotels and Responsible Tourism Initiative: <http://green.hotelscombined.com/>

International Tourism Partnership – “Going green”: <http://greenzu.com/wp-content/uploads/2012/03/Going-Green-Hotels.pdf>

Sustainable Tourism Guide 2014: <http://blueandgreentomorrow.com/wp-content/uploads/2014/01/01.2014-sustainable-tourism-guide-10MB-sgl-pgs.pdf>

Sustainable Travel International: <http://sustainabletravel.org/>

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World Tourism Organization



Network of European Regions for  
a Sustainable and Competitive Tourism

Network of European Regions for a Sustainable and Competitive Tourism



Federation of European Heating, Ventilation and Air-conditioning Associations



Agency of Braşov for Energy Management and Environment Protection, Romania



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