

HOTEL ENERGY SOLUTIONS

Increasing the competitiveness and sustainability of the EU accommodation sector



Don't miss these important upcoming events!



CONFERENCE
**An Innovative Energy
Toolkit for Hotels**
20 JAN 2011

First-time presentation of the innovative application for SME hotels in support of their energy management efforts with hotelier testimonials of its potential for energy savings!



EXHIBITION
**Energy Technologies
for the Hotel Sector**
19 – 23 JAN 2011

Energy technology suppliers are invited to present at FITUR GREEN, a special exhibition dedicated to energy and tourism. Over 5,000 hotels attend FITUR each year!

WHAT WILL THE PROJECT DO?

Hotel Energy Solutions project delivers **information, technical support and training** to help small and medium-sized (SME) hotels across the 27 European Union Member States to increase their use of energy efficiency (EE) and renewable energy (RE) technologies. This will help **reduce hotels' operational costs, while increasing their competitiveness and sustainability**. It will also contribute to alleviating the industry's impact on climate change.

Hotel Energy Solutions assists hoteliers by delivering, among else:

- **HES E-toolkit** – an innovative software application that offers energy use data analysis, decision-making support and recommendations for investing in EE and RE technologies, as well as a carbon footprint calculator.
- **HES Video and E-brochure** – communication tools will be made available for use by hoteliers in support of transmitting the importance of energy savings to their guests and staff.
- **Supporting materials** – research publications concerning the most suitable EE and RE technologies, practices and incentives available for hotels.

The Hotel Energy Solutions aims to help hotels improve their energy management, reduce operational costs and achieve:

- 20% increase in energy efficiency
- 10% increase in renewable energy use

WHO IS INVOLVED?

The **World Tourism Organization (UNWTO)**, a specialised UN agency for tourism, as coordinator of the project has brought together key organisations in the fields of tourism and energy such as **United Nations Environment Programme (UNEP)**, **International Hotel and Restaurant Association (IH&RA)**, **French Environment and Energy Management Agency (ADEME)**, and **European Renewable Energy Council (EREC)**. The project is co-funded by the **European Agency for Competitiveness and Innovation (EACI)**.

WHY DO WE NEED TO ACT NOW?

While the hotel sector is one of **tourism industry's largest drivers of employment and economic revenue**, it is also a resource-intensive sector. The EU Action Plan for Energy Efficiency (2006) identifies the tertiary sector, including hotels, as having the potential to achieve **30% savings** on energy use by 2020 – higher than savings from households (27%), transport (26%), and the manufacturing industry (25%).

Almost **half of the world's hotels are located in Europe**, and 9 out of 10 of these are SME hotels. Currently, the SME hotels' use of EE and RE technologies is far below its real potential, and the majority of these hotels are relying on older, less efficient equipment.

Reducing CO₂ emissions by adopting up-to-date energy technologies can help boost the competitiveness and sustainability of these hotels. To increase their savings potential through use of EE and RE technologies, SME hotels need information and technical support that the Hotel Energy Solutions project is developing.



WHO WILL BENEFIT?

Hotel Energy Solutions is a project primarily directed to small and medium-size businesses in the EU accommodation sector. The project presents substantial opportunities for SME hotels, for hotel associations in providing support to their members, and for destinations working to reduce CO₂ emissions and improve their competitiveness.

SME HOTELS and HOTEL ASSOCIATIONS involved benefit from the following free-of-charge:

- **Assessment and decision-making support** in EE and RE technology investment, as well as carbon footprint calculator by using the HES E-toolkit.
- **Ready-to-use communication materials** (video, brochure, etc.) to promote good energy savings practices to their guests and staff.
- **Opportunity to network** with other hoteliers, technology providers, leading energy and tourism experts.
- **Promotional opportunities** for displaying their good practices in project's materials (website, online publications, presentations, etc.)

To secure the best possible support for SME hotels, Hotel Energy Solutions reaches out to:

DESTINATIONS – involving national, regional and local tourism and government authorities who can provide support to SME hotels by conducting policies encouraging energy savings. Besides benefiting from receiving access to knowledge and know-how from Hotel Energy Solutions, destinations significantly contribute to the project with their expertise on specific issues, local networking and dissemination efforts.

TECHNOLOGY PROVIDERS – involving EE and RE technology providers and specialists who can adapt specific technologies for use in hotels, and who may also be interested in exploring new possibilities. Hotel Energy Solutions aims to demonstrate the significant potential for developing and adapting energy technologies in the tourism sector, alongside stimulating further research, innovation and development of new products.

Hotel Energy Solutions offers a unique opportunity for hoteliers, tourism organisations, EE and RE technology providers, energy experts, and other interested professionals, to exchange their knowledge and work jointly on identifying the best solution in response to the energy needs of the accommodation sector.

WHEN?



- 2011**
 - August: Project Completion
 - April: HES E-Toolkit & E-Brochure Presentation
 - March: Beta Toolkit Pilot Testing Ends
 - January: 2nd HES Conference & HES Video Stream
- 2010**
 - October: Beta Toolkit Pilot Testing Starts
 - January: 1st HES Conference
- 2009**
 - May – ongoing: Research
 - January: FITUR Website Launch
- 2008**
 - November: Official Launch at WTM London

HOW TO BECOME INVOLVED?

For more information on how to become involved in Hotel Energy Solutions, please contact:

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Official website:

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CONTACT OUR PARTNERS

World Tourism Organization (UNWTO)

www.unwto.org

United Nations Environment Programme (UNEP)

www.unep.org

International Hotel & Restaurant Association (IH&RA)

www.ih-ra.com

French Environment and Energy Management Agency (ADEME)

www.ademe.fr

European Renewable Energy Council (EREC)

www.erec-renewables.org



For more information, please visit us at
www.HOTELENERGYSOLUTIONS.net