

# HOTEL ENERGY SOLUTIONS

**SMARTER, GREENER AND  
MORE COMPETITIVE**



**INSIDE!**

**Take a look at the HES e-toolkit,  
and find out more about our  
pilot destinations**

**Hotel Energy Solutions  
Conference 2011**

**FITUR Green 2011**



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For further INFORMATION and CONFERENCE REGISTRATION, visit our website: [www.hotelenergysolutions.net](http://www.hotelenergysolutions.net)



**HOTEL  
ENERGY  
SOLUTIONS**

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## Welcome to the third issue of the Hotel Energy Solutions Online Magazine

After two years of extensive research and testing, the United Nations World Tourism Organization and its partners will unveil an innovative online software application for improving energy management in hotels: the HES e-toolkit.

In this issue, pilot destination hoteliers who have tested the e-toolkit will share their experiences with you. You will also preview FITUR Green, a special exhibition that will be part of the International Tourism Trade Fair in Madrid. FITUR Green will present some of the latest and most successful technologies adapted to energy and tourism.

We will show you how, by using energy-efficient and renewable-energy technologies, hotels can reduce operational costs while also helping to alleviate the industry's impact on the environment. The energy hotels consume is not only expensive but also contributes to the environmental challenges we are all so well aware of. By reducing CO2 emissions, hotels can make a positive contribution to the environment and reduce operational costs at the same time.

The varied impacts of a changing climate are becoming evident at destinations around the world and are already influencing decisionmaking in the tourism sector. This affects all of us, and we all must think about how best to reduce the burden we place on the environment. Due to the number of clients they receive, hotels are well placed to act as a beacon of energy responsibility to other industries, as well as to individuals.

Hotels are one of tourism's key drivers of employment and economic revenue. Hotel Energy Solutions is committed to enabling a more competitive, more sustainable future for the tourism industry by assisting hotels to adjust their energy needs in a practical and feasible way.

As we work together toward a greener future for the tourism sector, Hotel Energy Solutions provides an interactive forum between hoteliers, energy technology suppliers and other stakeholders at tourism destinations. Together we can all pave the way to increasing competitiveness and reducing greenhouse emissions.

I hope you enjoy this exciting issue.



**Zoritsa Urosevic**  
Hotel Energy Solutions Coordinator  
United Nations World Tourism Organization (UNWTO)



# Hotel Energy Solutions

## HES – Your guide to better energy consumption

Hotel Energy Solutions presents the HES e-toolkit,  
an innovative energy toolkit for hotels



Launched by the United Nations World Tourism Organization, Hotel Energy Solutions is an initiative co-funded by the European Agency for Competitiveness and Innovation (EACI) and Intelligent Energy Europe (IEE). The project was conceived to help small and medium enterprises (SMEs) in the accommodation sector reduce their energy consumption and also to reduce their operation costs. Although HES was designed primarily with European Union Member States destinations in mind, hotels at any destination around the world may use the tools free of charge.



HES will guide you to better understand the energy consumption of your hotel and show you how to improve your energy management – how to increase your energy efficiency and cut your operational costs. The Hotel Energy Solutions e-toolkit is a software application available online. It is not only a diagnostic tool, but it also offers an adapted range of available solutions in energy-efficient (EE) and renewable-energy (RE) technologies. These technologies are designed to reduce energy consumption's impact on the climate and environment and are therefore well aimed at the tourist industry.

The HES e-toolkit offers the best solutions to enhance and optimize energy performance, calculate the necessary initial investment and the return on that investment, and finally, it compares the results with similar properties.

After installation, energy consumption and hotel energy bills decrease, which makes a positive contribution to the environment and increases profits.

The HES e-toolkit, currently being tested at pilot destinations, will be presented on 20 January 2011 during the second annual Hotel Energy Solutions Conference. The conference will be held at FITUR, the International Tourism Trade Fair in Madrid. It will offer the possibility to meet with EE and RE technology providers at FITUR Green, an integrated part of the Hotel Energy Solutions objective, to build a better understanding between hoteliers and energy technology providers and manufacturers.

[Click here  
to learn more,  
read our fact sheet.](#)

### 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 technical knowledge of its potential for energy saving!

**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 1000 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 achieving the industry's impact on climate change.

Hotel Energy Solutions assists hoteliers by delivering, among other:

- **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-learning** – communication tools will be made available for use by hoteliers in support of increasing 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:

- 30% increase in energy efficiency
- 30% increase in renewable energy use

**WHY IS THIS IMPORTANT?**

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 tourism sector as hotels, as having the potential to achieve 30% savings on energy costs by 2020 – higher than savings from households (27%), transport (20%), and the manufacturing industry (25%).

Almost half of the world's hotels are located in Europe, and half of all hotels are SME hotels. Currently, the hotel sector's 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 CO<sub>2</sub> 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.

**Logos:** FITUR, EACI, IEE, UNWTO, EACI, IEE, UNWTO, EACI, IEE, UNWTO



## What the HES E-toolkit can do for you

### Reduce your energy consumption with the HES e-toolkit

The HES E-toolkit is designed to allow you to measure and improve your hotel's energy performance and reduce energy costs. The e-toolkit questionnaire takes about 40 minutes to complete and then generates a series of simple reports.

The questionnaire first asks basic questions about your hotel or guesthouse and its location and environment in order to match solutions to the needs of each individual hotel.

Next, the questionnaire asks for details about the amount and types of energy you purchase (this information can be found on your energy bills) and about any renewable energy you may already generate on site. The final part of the questionnaire asks about energy-saving measures you are already taking – such

as using low-energy lighting or improving building insulation. Once you implement the solutions best adapted to your needs, you will improve your hotel's energy performance and reduce energy costs, thereby improving your competitiveness.



### After completing the questionnaire, the toolkit presents you with three one-page reports:

- an Energy Solutions Report that proposes priority options you can consider in order to increase energy efficiency (these are divided into low/no cost options and options that require an initial investment)



# Hotel Energy Solutions

- an Energy Consumption Report that shows how much energy is being used per square meter per year, per night and per room, along with an energy bar that shows how this compares with other hotels and guest-houses of the same type – which allows you to appreciate your potential energy savings (20%, 40%, 50%...).
- a Carbon Emissions Report that calculates the amount of carbon dioxide your hotel produces via the energy it consumes.



In addition to the reports, the E-toolkit provides a return-on-investment calculator. This calculator shows you the most cost-effective investment for your hotel. It is easy to understand and is adapted to your personal budget.

Energy efficiency and renewable energy are widely talked about now, but when it comes to deciding on what would be best for individual hotels or guest-houses, the information and advice available can be confusing.

The HES E- toolkit provides easy-to-understand information on available technologies, and the reports it generates enable you to see how simple it can be to reduce your energy consumption and to understand the solutions that are best adapted to your hotel or guest-house. Armed with this, you've taken your first step toward improved energy management.



After choosing to invest in long-term energy-reduction solutions, the next step is to get an estimate from suppliers and installers. They will also explain how each of the options can be fitted to your hotel. Some local or national financial support may be available, so be sure to check. Then select one or more options, and in a short time your hotel's energy performance and savings will surprise and delight you.





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## The UNWTO commitment

### The challenges of climate change and a greener tourism



We are all aware that global warming is a major concern. The UNWTO has been working to raise awareness on climate-change issues in the tourism sector for many years. Climate change is already having a significant impact on tourist destinations while energy consumption within the tourism industry contributes to global warming. A recently issued report commissioned by the European Commission warned that tourism receipts in Europe may decrease by five billion Euros per year by 2080 due to the consequences of global warming. Tourism activities, mainly transportation and accommodation, generate 5% of the total greenhouse gas emissions. The challenge ahead therefore lies in adapting the tourism destinations to changing environmental impacts and at the same time to transform tourism into a greener industry.



### A greener tourism



As a key driver of jobs, trade, investment and development, the tourism industry has tremendous economic value around the globe. The UNWTO has been lobbying governments around the world to include travel and tourism in their stimulus packages and to encourage its sustainable growth in the transformation toward the Green Economy. A modeling exercise shows that tourism investments under green economy scenarios have an economic multiplier effect while reducing negative environmental impacts. Progress is also being made by the private sector. Over the next few years more accommodation businesses will likely be required to obtain energy certificates, showing their energy performance, and ultimately affecting the overall value of the business.



## An Abundant Ecosystem and an Ancient Culture



The Strandja Nature Park is one of the largest in Europe and renowned for its gorgeous flora and fauna, while incorporating in its territory existing villages and the everyday life of their local inhabitants. The park is located in the Burgas region in south-eastern Bulgaria and gives onto the stunning Black sea coast.

Strandja features a mild climate, a beautiful landscape, and a rich history and traditions.

In the region stands Strandja Mountain, the tallest peak of which, on Bulgarian territory, is over 900 meters high.

Strandja Nature Park is the largest protected natural area in Bulgaria, established to protect unique ecosystems and their biodiversity and to preserve the folklore, culture and heritage of its villages.

In the park there are 54 species of mammals and 261 species of birds. Strandja is the only Bulgarian territory included in the five priority conservation areas in Central and Eastern Europe. It lies within the second largest bird migratory path in Europe - the Via Pontica.

There are 121 species habitats, and in this respect, the park is one of the foremost of Europe's protected areas. For many years now, the area has received the support of the Swiss government for nature preservation and ecotourism development via the Bulgarian-Swiss Biodiversity Program.





## The Sustainable Tourism Project

The Directorate of the park is actively working for the sustainable development of the area, implementing a number of projects that also address the sustainable development of local tourism. For the last 15 years many people in the area have begun looking for alternative sources of income, and currently there are more than 100 establishments that offer accommodation, food and sightseeing in the area. There are guest houses in the villages, as well as small hotels.



Taking into account that these units are in a natural park, they must be even more responsible to the environment. By using alternative sources of energy, they are able to reduce their impact on nature. In the last two years, a regional trade mark was developed and launched. The trademark recognizes accommodation providers and other tourism service providers who fulfill the criteria of responsible tourism.

The United Nations Environmental Program (UNEP) is in partnership with the Bulgarian Social and Environmental Responsibility Center (SERC) in the implementation of the Hotel Energy Solutions pilot phase activities. It is anticipated that the HES pilot destination will build on the existing sustainable tourism initiatives within Bulgaria.



SERC and the Bulgarian government have demonstrated their commitment to sustainable tourism through their partnership with the United Nations Industrial Development Program (UNIDO) on the Resource Efficient and Cleaner Production (RECP) project in Bulgaria. As a direct result of SERC's activities, 20 Bulgarian experts have been trained on cleaner production (CP) and

another 20 in corporate social responsibility (CSR). CP and CSR activities have been implemented in 25 hotels and five tourism-related enterprises from the supply chain in three Bulgarian locations, and stakeholders have been engaged in the promotion of sustainable destination management organizations.



### TO KNOW MORE:

**Strandja Nature Park**  
[www.strandja.bg](http://www.strandja.bg)

**Burgas Regional  
Administration**



[www.bsregion.org](http://www.bsregion.org)

**Social and Environmental  
Responsibility Centre (SERC)**



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## Palma: Committed to responsibility

*In 2008, Palma City Council's Municipal Tourism Institute (Instituto Municipal de Turismo, IMTUR) launched the project Palma Turismo Responsable (Palma Responsible Tourism).*

The project's main objectives are the promotion of the municipality as a destination which is responsible and committed to sustainability, raising awareness among residents and tourists, and disseminating the environmental best practices of businesses in Palma.



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The 2nd International Conference on Climate Change and Tourism took place in October 2007 in Davos, Switzerland. The conclusions of that conference were brought together in a document, the Davos Declaration, which the Palma City Council Municipal Tourism Institute used as an inspiration and reference for the creation of this project, with the cooperation and support of the World Tourism Organization (UNWTO).

Palma City Council, working through the Municipal Tourism Institute in collaboration with private businesses of the sector, wishes to promote an image of this destination which is more firmly linked with different segments of the tourism market and which demonstrates a capacity for investing in projects that respect the environment, improving its competitiveness and positioning Palma as a differentiated tourist destination with added value in quality and excellence.

### Palma: Responsible Tourism

The Palma, Turismo Responsable project aims to ensure that all public-private initiatives are profitable and contribute to reinforcing a new image of this destination. To this end, all the City Council's promotional resources will be employed, together with those resources placed at the disposal of the City Council by collaborating businesses in order to disseminate the project in national and international forums. Palma, Turismo Responsable promotes the concept of shared responsibility among citizens, tourists, and the destination which hosts their visit.



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# Palma de Mallorca, Spain

It also provides tourists with the tools they need to learn how to enjoy more responsible holidays, helping them to better understand the concept of responsible tourism. The government also invites citizens and tourists to contribute their opinion on how Palma can become a more responsible destination.

## Boosting participation

The Municipal Tourism Institute promotes and encourages the participation of businesses and institutions in the project by means of the signing of collaboration protocol, allowing them to work together to create synergies in the development of tourism policy within the framework of its competencies. Companies such as Air Berlín, Das Insel Radio, El Corte Inglés, Coca-Cola, Sol Melià y CitySightseeing Palma have already signed up to the initiative.



## Hotel Energy Solutions in Palma

Palma is one of the four tourist destinations selected for the implementation of the Hotel Energy Solutions project (HES), an initiative of the World Tourism Organization (UNWTO). HES aims to facilitate the use of renewable energies and efficient energy systems for small and medium-sized hotels.

Palma as a coastal destination has been selected for the pilot phase of the project, during which it will boost its sustainability and competitiveness, testing the Beta version of the HES e-Toolkit and receiving training from leading European agencies.

The other locations taking part are Bonn, Germany (as an urban destination); the region of Haute- Savoie in France (as a mountain destination); and Strandzha, Bulgaria (a rural destination).

A total of 22 hotels in the municipality of Palma have already signed up to HES, and will be able to benefit free of charge from specialized training in energy efficiency and renewable energies. Thanks to HES, these hotels will achieve a reduction in their operating costs, increase their competitiveness, and eventually help to reduce the impact of the sector on climate change, promoting sustainability.

Hotel Energy Solutions aims to achieve increases in the use of renewable energy technologies and energy efficiency of 10% and 20% respectively in the hotels taking part in the initiative.

## Palma's hotels participating in the HES project

The following hotels are participating in the project: Melià Palas Atenea, Hotel Tres, Palacio Ca Sa Galesa, Isla Mallorca, Saratoga, Nautic, Las Arenas, Aparthotel Plaza Son Rigo, Castillo Hotel Son Vida, HM Jaime III, HM Gran Fiesta, HM Tropical, Costa Azul, Marina Luz, Pamplona, Nets, Hotel y Apartamentos Leman, Tryp Bosque, Iberostar Royal Cristina, Hotel Dalí, Zurbarán, and AC Ciutat de Palma.



### TO KNOW MORE:

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# The HES Mountain Pilot Destination

## Combining development with an exceptional environment

*Creating wealth without harming the planet: this is a permanent concern for the Haute-Savoie department in the French Alps. It is a region committed to developing economic and touristic activities while ensuring their successful integration into its postcard landscapes.*

Savoie Mon+Blanc  
simplement merveilleux

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To minimize the ecological footprint, elected officials, policy makers and tourism professionals constantly strive to find the right balance between encouraging healthy tourism and protecting a unique environment. They have found the answer lies in promoting renewable energies and “soft mobility,” a new trend in tourism that allows all stakeholders in travel to reduce the impact tourism activities have on the environment.

### Protecting the quality of life and the environment

In 2004, the Haute-Savoie committed to a policy of environmental excellence to better address such concerns. Since then, the region has undertaken 21 projects. Some examples are reducing waste production, building and renovating buildings that utilize energy efficiency, sensitizing secondary school students to environmental responsibility and experimenting with alternative means of transportation. In 2006, the region also established a departmental plan of energy.



The Haute-Savoie launched a Climate Action Plan in 2008, and in 2009 it joined the European Union program EnercitEE (European networks, experience and recommendations helping cities and citizens to become Energy Efficient). The goal is to strengthen energy efficiency, the use of renewable energies and energy conservation. Furthermore, the institution Savoie-Mont-Blanc Tourisme is encouraging the development of “ecostations.”

## An old concern

This concern for the environment is far from recent: SILA (the Inter-municipal Association of Lake Annecy) was created in 1957 by eight municipalities in order to save the lake from pollution.

The association accomplished its mission and more: Lake Annecy is now known as the cleanest in Europe.



In the Haute-Savoie, there is a common goal, which was taken up by the Application Committee to host the 2018 Olympic and Paralympics Winter Games: to strike a delicate balance between economic development and environmental protection in order to preserve the high-quality natural and living environments.

This goal is perfectly addressed by a program like Hotel Energy Solutions, which local hoteliers, who are very sensitive to these issues, have spontaneously lauded.



## FURTHER READING:

“Quand les stations protègent leur patrimoine naturel”

“Les JO : un élan favorable à l'économie”

“Responsabilité sociétale: un défi pour l'avenir”



<http://enercitee.eu>



SOFT MOBILITY

<http://www.managenergy.net>



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**Chambre de Commerce et d'Industrie  
de la Haute-Savoie**

[www.haute-savoie.cci.fr](http://www.haute-savoie.cci.fr)

# The HES Urban Pilot Destination

## Sustainable Bonn

### Conference Sector Qualifies for Sustainability

*Since 2006, Germany's United Nations City runs a unique project, "Sustainable Bonn," whose aim is more sustainable performance of the conference-tourism sector. Within five years, 49 hotels and businesses have qualified as "Partners of Sustainable Bonn" – accounting for more than half of the city's hotel beds. Conferences on sustainable development to be managed sustainably. The hotels, restaurants, and catering businesses should all demonstrate sustainable practices in order to show solidarity with the conference themes.*

#### Bonn: Germany's United Nations City

Bonn is Germany's United Nations City, where UN agencies have concentrated their efforts toward sustainable development worldwide. There are 17 UN agencies in Bonn and more than 850 UN employees. The biggest UN agency is the Climate Secretariat, followed by the Desertification Secretariat and the UN Volunteers Programme. Other units deal with water, threatened species and natural disasters. The UNWTO runs a consultancy unit for tourism and biodiversity in the city.

The UN is the heart of a dense cluster of organizations dedicated to sustainability, including federal ministries; science, research and business organizations; the media and some 150 NGOs, such as the Forest Stewardship Council and the Fairtrade Labelling Organizations International. It is clear that Bonn is committed to sustainability



**Bonn, Germany** – a beautiful city located on the river Rhine next to Siebengebirge, Germany's oldest nature preserve. Quick facts: 141 square kilometers, 319,000 inhabitants from 170 nations, numerous tourism and conference destinations.

#### Hosting major environmental conferences

Bonn has become a platform for international debates and cooperative efforts, with a huge part of the Bonn conference-tourism business being sustainability-driven. The needs of these conferences and their delegates cannot be met by non-sustainable services if they want to demonstrate their sustainability integrity. Hence, the project Sustainable Bonn began to address the conference-tourism sector in 2006. It supports sustainable practices in Bonn's hotel, restaurant and catering businesses.

While reluctant at first, the ten pilot hotels for Sustainable Bonn soon found that their sustainability strategies brought sustainable and financial benefit – as well as the opportunity to invest savings in social responsibility and fair purchasing practices.

From 2006 to 2010, 49 hotels, caterers and event locations successfully participated in Sustainable Bonn – in such diverse sustainability areas as energy efficiency and renewable energies, water and waste management, mobility and fair and sustainable purchasing.



## Five years of Sustainable Bonn

After five years of Sustainable Bonn, the success is visible in implementation, follow-up-strategies and dissemination. The conference-tourism sector is highly motivated and committed: partners continue upon completion of the programme, applying for re-audits and disseminating the ideas of Sustainable Bonn to staff, clients and through the channels of hotel chains.

**NACHHALTIGKEIT.  
SUSTAINABILITY.  
DURABILITÉ.  
BONN.**

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Sustainable Celle Tourism project in 2009. Moreover, the idea has spread to the cultural sector as well as to educational field.

Sustainable performance is sought after, and not only for UN conferences and meetings on environmental or development topics: it sometimes it even constitutes a condition for the choice of a venue.



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Sustainable Bonn has gratly helped to achieve sustainable performance and to make it part of the image the city projects to the world. Tilmann Flaig, Managing Director of Tourismus & Congress GmbH, sees an enormous increase in meetings and conferences in the field of sustainability. Future concepts should be geared toward this main focus, says Flaig.

Sustainable Bonn has been an asset from the beginning, the charm of it being easy access and an individual approach. There is more to this project than merely “greening” conferences – we are talking about an increased conscience for development issues. According to Bonn’s Mayor, Jürgen Nimptsch, it is this conscience that makes up Sustainable Bonn.

## Hotel Energy Solutions in Bonn

In 2011, 25 hotels in Bonn will test the new Hotel Energy Solutions (HES) tool, contributing with their experience gained from Sustainable Bonn. Mayor Nimptsch, who met UNWTO Secretary-General Taleb Rifai in Bonn in March 2010, considers the testing a milestone and expects that HES will unveil further potential for energy efficiency and renewable energies in Bonn. Also in his capacity as Vice Chair of the WMCCC, he welcomes the UNWTO’s initiative to support small and mediumsized hotels and destinations in their endeavours towards sustainable energy management.



Mr. Jürgen Nimptsch,  
Lord Mayor of the Federal City of Bonn.



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International Affairs and Representation

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## Hotel Energy Solutions at FITUR Madrid 2011

*After two years of research and testing, the United Nations World Tourism Organization and its partners will unveil the Hotel Energy Solutions e-toolkit. The e-toolkit is an innovative software application available online to help hotels improve their energy management.*

Hoteliers from pilot destinations who have used the beta version of the HES e-toolkit will share their experiences. Furthermore, the latest and most successful technologies adapted to our sector will be presented at the conference and at a special exhibition dedicated to energy and tourism: FITUR GREEN (19-23 January 2010).

As we work together toward a greener future for the tourism sector, Hotel Energy Solutions provides an interactive forum for hoteliers, energy technology suppliers and other tourism stakeholders to save energy and reduce greenhouse emissions while increasing competitiveness.



### The HOTEL ENERGY SOLUTIONS ANNUAL CONFERENCE will:

- present the innovative HES e-toolkit designed for hotels to help them to improve their energy performance
- showcase energy-efficiency (EE) and renewable-energy (RE) solutions for hotels while creating the best setting to network with Europe's leading energy technologies suppliers
- demonstrate the benefits hotels can derive by implementing energy efficiency and using renewable energies

### The HOTEL ENERGY SOLUTIONS ANNUAL CONFERENCE is highly relevant for:

- hotel sector participants on local, regional and national levels, especially small and medium-sized accommodation businesses
- energy-efficiency (EE) & renewableenergy (RE) technology suppliers and manufacturers
- tourism decision/policy makers and local authorities in the fields of tourism, energy, technology and environment
- tourism and energy investment consultancy agents as well as all others interested

The conference includes plenary presentations and technical panels. In addition, it offers opportunities for networking with professionals in tourism, energy and technology.

## HOTEL ENERGY SOLUTIONS Annual Conference

“An Innovative Energy Toolkit for Hotels”

Thursday, 20 January 2011

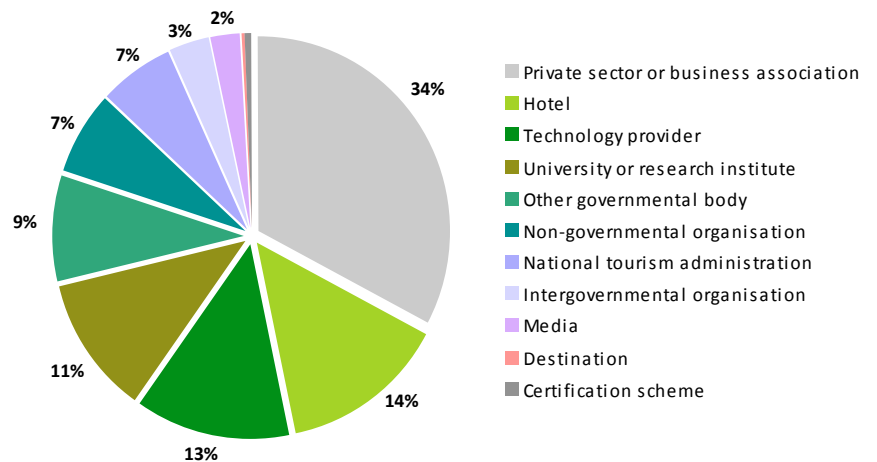
FITUR Madrid



### What happened in 2010?

#### HES Conference 2010 Recap

The last year's Hotel Energy Solutions Conference 2010 showcased innovative energy and sustainability solutions geared toward the hospitality sector. The audience comprised approximately 250 professionals from national and professional associations in tourism and energy, hotels, certification bodies, technology businesses and other tourism-related entities.





## Responding to the Challenges of Global Tourism

### The International Tourism Trade Fair

FITUR celebrates its 31st anniversary from 19-23 January.

FITUR is a meeting point for tourism professionals at which they can establish strategies, plans of action and business alliances to energize and get the most out of the tourism business. FITUR showcases innovative solutions for the changing demands of the tourism industry.

Tourism promotion agencies, operators, hotels, travel agencies, consultancies and experts in international tourism management and development will be meeting in Madrid for FITUR.

At the last edition, FITUR welcomed 10,966 exhibiting companies from 166 countries/regions, 124,644 professional participants and 7,532 journalists. They exchanged ideas and developed new strategies to transform leisure into business and business into development for those destinations that welcome the millions of travelers who visit and enjoy them.



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But FITUR goes beyond promoting the revitalization of businesses by also aiming to provide solutions to new tourism challenges. The fair is also a common meeting ground that enables professionals to address these issues together. During these times, marked by growing concern and increasing social awareness with regard to climate change, the organizers of the event are committed to promoting respect for the environment within the tourism industry.

### FITUR 2011 Brokerage Event

#### A b2b Tourism Matchmaking Event

The FITUR 2011 Brokerage Event is organized within the framework of FITUR, the International Tourism Trade Fair held in Madrid. The Brokerage Event provides commercial reach to two theme conferences: FITUR GREEN, which revolves around hotel eco-efficiency, and FITURTECH, which focuses on new technologies for tourism.

The FITUR 2011 Brokerage Event aims to attract European companies in the tourism sector.

The event offers participants the opportunity to:

- find new commercial and technological partners
- develop and strengthen business relationships
- exchange experience with international business partners
- identify market trends and new innovations
- market new products, services and technologies related to tourism and cultural heritage

The FITUR 2011 Brokerage Event is geared toward tourism suppliers and operators who are committed to environmentally sustainable and socially responsible development in this industry.

#### Coordination:

Chamber of Commerce and Industry of Toledo



#### Co-organisation:

Chambers of Commerce and Industry of:



#### Partners:



Centro de Innovación y Transferencia de Tecnología de Andalucía (CITeT) CONSEJERÍA DE ECONOMÍA, INNOVACIÓN Y CIENCIA



#### Sponsors:



## Sustainability and Energy Efficiency

### Meet technology providers for hotels

*We invite you to participate in the 2nd edition of FITUR GREEN, which will be held 19-23 January 2011 at FITUR Madrid. FITUR GREEN is an initiative introduced by the United Nations World Tourism Organization (UNWTO) in collaboration with the International Tourism Trade Fair (FITUR) and the Madrid Tourism Board.*



**FITUR GREEN** will provide opportunities for hotel professionals to discuss their needs with the most advanced energy technology providers in the accommodation sector.

The exhibition area will feature companies that develop or distribute energy efficiency and renewable energy systems for hotels. The systems are designed to reduce energy consumption and, thus, the negative impact the industry's activities have on the environment. The additional advantage of these technologies is that they result in significant savings for businesses by optimizing energy consumption.

The area that will exhibit green technologies will also showcase **FITUR GREEN**. This strategic location places it alongside the greatest concentration of accommodation businesses that are also participating in the fair. It is worthwhile to note that at FITUR 2010, 39% of the 10,966 participating businesses were in the accommodation sector. By locating FITUR GREEN in this area, the networking possibilities between technology providers and accommodation professionals have been multiplied.

Based on the variety and number of its participants, **FITUR GREEN** is well on the way to consolidating its presence in successive editions as a model effort in the promotion of eco-friendly tourism.

**For more  
information  
enter here...**



This increase in FITUR's themed section transmits the industry's interest in making a contribution toward environmental sustainability.

By adopting this active role in environmental protection, the hotel industry stands out as an example to other industries and business sectors.

The **FITUR GREEN** exhibition is a complementary event in support of the aims of the **Hotel Energy Solutions** project, and we strongly encourage you to participate as a visitor or an exhibitor.



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## An exciting, lively and green city

*Madrid is a city with a rich cultural heritage, where tradition and innovation go hand in hand in perfect harmony. An amenable, warm and friendly city, where visitors immediately feel at home. A dynamic and cosmopolitan metropolis, with a very affluent and dynamic lifestyle.*

### A green city

But it is also a green city. **The Madrid Tourist Board**, conscious of the fact that the economic and recreational activities that tourism generates should integrate the conservation of our natural and cultural assets, is a strong supporter of sustainable and responsible tourism. Accordingly, it signed a collaboration agreement with the **World Tourism Organisation**, whose main exponent is the joint organisation of **FITUR Green**, which will have its second edition in 2011, following last year's success.

For the city, sustainable and responsible tourism is an essential factor that must be taken into account by the tourist industry. Given the current economic climate, encouraging sustainability may be decisive, although perhaps in the medium and long term when investments will make more sense as the results will be so much more visible. In this regard, projects such as **Hotel Energy Solutions** are essential, not just for the cost-saving factor, but fundamentally because they ensure the sustainability of the sector and satisfy the needs of clients who are becoming more and more aware of the environmental footprint, and more demanding with regards to respecting the environment.

### What to visit in Madrid

On your trip to Madrid, why not visit one of our more than 80 museums, the highlight of which are those to be found along **the renowned Paseo del Arte or Art Walk**. A ten minute stroll along the Art Walk takes you past one of the world's highest concentration of universally-renowned masterpieces by artists ranging from Goya, Velázquez, Tiziano or El Greco, at the Prado Museum; to more avant-garde masters such as Dali, Picasso, Miró, at the Reina Sofia National Arts Centre; as well as Durero, Canaletto, Brueghel, Gauguin or Kandinsky at the Thyssen-Bornemisza Museum.





## An exciting, lively and green city

Madrid is also fortunate to be the only city in the world to be surrounded by four cities boasting **UNESCO World Heritage** status (Ávila, Segovia, Toledo and Alcalá de Henares), all of which are located less than an hour away. Other nearby locations that appear on the list of UNESCO World Heritage Sites are Aranjuez (in the category of Cultural Countryside) and **San Lorenzo de El Escorial Monastery**. Make the most of your stay by going to the opera, see a musical, a play, a flamenco show or a concert. Keep an afternoon free to go shopping at any of the city's 50,000 shops where you are guaranteed to find just what you are looking for. Enjoy a great dining experience - Madrid boasts a wide variety of both regional and international cuisine in its more than 3,000 restaurants. Or take a stroll in one of its parks or gardens, replete with history and historical monuments. Then finish off the day discovering the legendary Madrid nightlife.

All information pertaining to tourist activities in Madrid is available from the **Madrid Tourist Board's tourist information points**, located in the Plaza Mayor, Colón, Callao, Cibeles, Atocha and at Madrid-Barajas Airport (Terminals 2 and 4); or on the esMADRID.com website. The Madrid Tourist Board also provides a comprehensive programme of guided tours of the city. Tours are available in seven languages (Spanish, English, French, German, Italian, Portuguese and Japanese), and can be done on foot, bike or skates, none of which pollute the environment.

The City of Madrid invites you to experience some of the incredible sensations to be found in this wonderful city. Once you discover them, we are sure you will be back for more.



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## Sustainability in the Spanish Tourist Sector

ITH: SIMPLE ANSWERS TO KEY ISSUES



instituto tecnológico hotelero

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*The Technology Institute for the Hotel Industry (ITH) is a private non-profitable organization designed by the Spanish Hotels and Tourist Accommodation Confederation (CEHAT) in Spain in order to improve competitiveness and efficiency of the entire hospitality industry through innovation and technology.*

Sustainability: The Climate Change is a challenge we all face. We must be aware of the increasing importance and need for sustainability in our tourism businesses and the key role of energy efficiency in the sector. In order to achieve an efficient program to manage the energy resources, the sector should:

- Measure and understand the consumption data and costs of their establishments in order to be able to act.
- Know and identify the potential energy saving areas that can be worked upon by taking the appropriate measures to do so.
- Take steps to make the most out of it and efficiently manage resources without compromising customer service and comfort.
- Promote the use of next-generation energy technologies and renewable energy sources.

In order to cope with these challenges, we are collaborating with the Higher Council of Chamber of

Commerce to launch the program **Intelitur on energy efficiency** in the tourist sector, allowing tourism Spanish companies to learn firsthand all the solutions in energy efficiency to reduce costs, and to have a personal support plan to receive information to act. The pilot project will be available to all tourism companies from June 2011 to mid-2013.

In terms of **Energy Efficiency**, we are developing projects and conferences in the main Spanish cities with ITH partners such as **TÜV Rheinland, Bosch Buderus, Schneider Electric, Gas Natural-Fenosa** or **Repsol**.

Additionally, the ITH leads the **Tourism Technology Platform: Thinktur**, along with Segittur, AETIC and the Valencia University.

This platform aims at involving all the significant actors that make up the Spanish tourism industry for the implementation of strategically relevant technologies that will contribute to the competitiveness, economic growth, sustainability and employment of the sector as a whole.



# Sustainable Energy Europe Campaign

## A European campaign aimed at raising awareness and changing the landscape of energy.

Hotel Energy Solutions is an Official Partner of the Sustainable Energy Campaign.



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**Calling Green Hotels:** Promote your energy efficiency and renewable energy solutions through Sustainable Energy Europe, an initiative of the European Commission.

**Take part in the Sustainable Energy Europe Awards 2011**

The annual awards are an integral part of the **Sustainable Energy Europe Campaign** and provide an invaluable opportunity to highlight the successes of the most outstanding, ambitious and innovative projects in sustainable energy. The European Commission invites green hotels to promote their sustainable energy solutions through this European competition.

**Eligibility Criteria:** Projects must be ongoing, financed, implemented by public and/or private actors and be related to one of the Awards categories.

### • Awards categories

**Communicating:** Projects that raise awareness about energy and which aim at changing perceptions and behaviour.

**Consuming:** Projects, activities or services designed to help reduce energy consumption both for private consumers, public authorities and private companies.

**Learning:** Projects designed to enhance knowledge and skills related to energy efficiency and renewable energy.

**Living:** Projects that aim to make buildings more energy-efficient or that incorporate the on-site generation of renewable energy.

**Producing:** Projects directly related to renewable energy production or the manufacture of energy-efficient products.

**Travelling:** Projects related to transport, whether of people or goods, that focus on energy-efficiency or the use of renewable energy sources.

• **How to participate?** Please visit **European Union Sustainable Energy Week**.

• **More information?** Contact David Crous at [dc@sustenergy.org](mailto:dc@sustenergy.org) or call at +32 2 333 59 54.



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**Open your doors to the European Union Sustainable Energy Week – EUSEW 2011**

Would you like to show your partners and guests how your hotel saves energy?

Take the opportunity to participate in the upcoming **EU Sustainable Energy Week**. Organise your event between 9th and 17th of April 2011 and your hotel will be showcased within a Europe-wide movement towards a more sustainable energy future.

For more information please contact Masha Tarle at [mta@eusew.eu](mailto:mta@eusew.eu) or by telephone at +32 2 333 59 53.



## Partners:



### UNITED NATIONS WORLD TOURISM ORGANIZATION – UNWTO

As the leading international organization in the field of travel and tourism, the World Tourism Organization (UNWTO) is charged by the United Nations with promoting development of responsible, sustainable and universally accessible tourism, with the aim of ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits.

[www.unwto.org](http://www.unwto.org)



### UNITED NATIONS ENVIRONMENT PROGRAMME – UNEP

UNEP is the designated authority of the United Nations system in environmental issues at the global and regional level. UNEP's priorities, as adopted by the fifth special session of UNEP's Governing Council, are: environmental monitoring, assessment, information and research including early warning; enhanced coordination of environmental conventions and development of environment policy instruments; freshwater; technology transfer and industry.

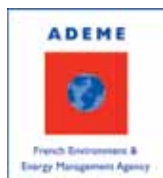
[www.unep.org](http://www.unep.org)



### INTERNATIONAL HOTEL AND RESTAURANT ASSOCIATIONS – IH&RA

IH&RA is a not-for-profit organisation and the only global business organization representing the hospitality industry worldwide, and is officially recognized by the United Nations. IH&RA work focuses on representing the collective interests of the industry to policy-makers in major international, regional and national bodies involved in tourism and hospitality; and promoting best practices in tourism and hospitality.

[www.ih-ra.com](http://www.ih-ra.com)



### FRENCH ENVIRONMENT AND ENERGY MANAGEMENT AGENCY – ADEME

ADEME is a state-funded public industrial and commercial establishment that was set-up in 1992 and whose activities are supervised by the French government ministries in charge of research, environment and energy. ADEME's three priorities include commitment to energy management, as well as creating a waste management economy compatible with the environment, reducing air pollution and improving transport. ADEME's core expertise covers research and development stimulation, advisory support and decision-making assistance and dissemination of best practices.

[www.ademe.fr](http://www.ademe.fr)



### EUROPEAN RENEWABLE ENERGY COUNCIL – EREC

EREC is an umbrella organisation of the leading European renewable energy industry, trade and research associations including those active in the sectors of photovoltaic, wind energy, small hydropower, biomass, geothermal energy and solar thermal. EREC provides the link between assessment of renewable energy technologies and policy developments at European level, and contributes to the EU-wide awareness on renewable energy through its information dissemination activities.

[www.erec.org](http://www.erec.org)

## Supported by:



### EXECUTIVE AGENCY FOR COMPETITIVENESS AND INNOVATION - EACI

The Intelligent Energy – Europe (IEE) programme is run by the Executive Agency for Competitiveness and Innovation (EACI) on behalf of the European Commission, and seeks to bridge the gap between EU policies and how they impact on the ground.

The IEE programme helps deliver on the 20/20/20 targets that the EU has set for itself by funding European projects that promote energy efficiency, renewable energies and cleaner transport.

[ec.europa.eu/intelligentenergy](http://ec.europa.eu/intelligentenergy)

# HOTEL ENERGY SOLUTIONS

“An Innovative Energy Toolkit for Hotels”



10:00h-18:00h  
Thursday, 20 January 2011  
Hall N103, IFEMA  
FITUR Madrid

This Conference will have interpretation English/Spanish - Spanish/English

09:30 **Registration**

10:00 **Opening Session & Welcome**

**Taleb Rifai**, Secretary-General, World Tourism Organization (UNWTO)

**Miguel Ángel Villanueva González**, Delegate for Economy and Employment of Madrid

**Ghassan Aidi**, President & CEO, International Hotel & Restaurant Association (IH&RA)

10:20 **Hotel Energy Solutions – Introductory Presentation**

**Thimothée Noël**, Project Officer, European Agency for Competitiveness and Innovation

**Zoritsa Urosevic**, HES Project Coordinator, World Tourism Organization (UNWTO)

10:35 **SESSION I**

**Presentation of the HES e-Toolkit & Experiences**

**by Pilot Destinations Hoteliers**

After two years of research by various UN institution, energy agencies, technology providers and end users, the innovative application for SME hotels in support of their energy management efforts, and hotelier testimonials of the application's potential for energy savings in the accommodation sector will be presented for the first-time.

**What is the HES e-toolkit?**

**Richard Tapper**, Senior Energy Expert, Hotel Energy Solutions (UNWTO)

**Isidoros Passas**, Senior IT expert, Hotel Energy Solutions (UNEP)

**HES e-Toolkit in practice (I)**

**Zoritsa Urosevic**, HES Project Coordinator, World Tourism Organization (UNWTO)

**Zdravko Georgiev**, Pilot Destination Local Energy Expert in Strandja Region (Bulgaria), (HES) Project

11:30 **ENERGY BREAK I**

11:45 **SESSION I (continued)**

**HES e-Toolkit in practice (II)**

**Mariona Luis Tomás**, Pilot Destination Expert in Palma, (HES) Project

**Bernat Vicens Meier**, Manager, Marina Luz Hotel, Palma de Mallorca (Spain)

**Alvaro Carrillo de Albornoz**, Director General – Hotel Technology Institute (Spain)

**Debate**

13:00 **ENERGY BREAK II**

14:00

## SESSION II

### Energy Technologies to Boost your Hotel's Competitiveness

Major technology providers will demonstrate their latest innovations in EE/RE technologies for the accommodation sector in a session moderated by representatives from Europe's leading energy management agencies.



#### Energy Efficiency (EE) Technologies

**Anthony Dupont**, Project Manager, International Programmes & Partnerships Unit, International Affairs Division, the French Agency for the Environment and Energy Management (ADEME)  
**David Albertin**, Hospitality Business Development – Hotel Illumination, PHILIPS S.A. Lighting  
**Jaume Alcover**, Solutions Manager, SENERTEC - Baxi Calefacción, S.L.U  
**Jens Nørgaard**, Application Manager in Commercial Buildings, GRUNDFOS Management A/S

#### Renewable Energy (RE) Technologies

**Christine Lins**, Secretary-General, European Renewable Energy Council (EREC) t.b.c  
**Lorenzo Romero Sánchez**, Commercial Department, CLIMATEWELL Spain  
**Michael Schneider**, Sales Manager Spain, TiSUN GmbH

**Enric Nebot**, Certification Sales Manager, TÜV Rheinland – Spain

#### Debate

15:30

## ENERGY BREAK III

15:45

## SESSION III

### Incentives & Support for Energy Efficiency (EE) & Renewable Energies (RE) Installation in Hotels

What is the role of a destination in creating a framework conducive for the sector to be more efficient and competitive? Representatives from HES pilot destinations will discuss the services they offer for supporting and guiding hotels in energy efficiency and renewable energy use.

#### Supporting competitive and sustainable hotels

**Joanna María Borràs**, Deputy Mayor of Institutional Relations and Tourism, Town Council of Palma (Spain)  
**Pedro Oliver**, General Coordinator for Institutional Relations, Tourism, Commerce and Consumer Affairs of Palma City Council (Spain)  
**Susanne Nolden**, International Affairs and Protocol Department, Municipal Government of Bonn (Germany)  
**Mariana Assenova**, Steering Committee Chairperson, Social & Environmental Responsibility Centre (SERC) (Bulgaria)  
**Sonia Manzanares**, Project Director, Haute-Savoie Chamber of Commerce (France)

**David Pérez**, Partner, ECLAREON (Spain)

#### Debate

17:30

## CONCLUSIONS

**Márcio Favilla**, Executive Director for Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)

18:00

## Close

Project  
Associates:

Project  
Supporters:

FITUR Green  
2011 Exhibitors:





SAVE THE DATE  
6-7 MARCH 2011  
IN ANDORRA

THE FIRST  
GLOBAL TOURISM FORUM



Global  
Tourism  
Forum  
ANDORRA 2011



# SAVE THE DATE 6/7 March 2011

## Building New Models for Tourism Growth **Competitiveness & Responsibility**

The Global Tourism Forum 2011 (GTFA), organized by the World Tourism Organization (UNWTO) in the spectacular natural setting of the Principality of Andorra, will bring together key stakeholders from the travel and tourism sector, opinion leaders, economists and policy makers and provide a truly global platform to share strategic insights and demonstrate the role travel and tourism can play in addressing major global challenges.

Hosted by:



[www.unwto.org](http://www.unwto.org)

Govern d'Andorra

POR EL SABOR  
QUE TIENEN TUS VERBENAS

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