

ENERGY USE IN THE HOTEL SECTOR

Excellence in Energy for the Tourism Industry (EETI)

Accommodation Sector: SME Hotels

BACKGROUND

Hotels are among the most energy-intensive components of the tourism industry, representing essential tourist services and an important source of employment. Europe has approximately 5.45 million hotel rooms – nearly half of the world total, of which small and medium sized enterprises (SMEs) account around 90% of the total number of rooms.

The project 'Excellence in Energy for the Tourism Industry (EETI)', within the framework of the Intelligent Energy – Europe Programme, focuses on actions to foster energy efficiency and the rational use of energy resources in the accommodation sector. Key target groups are therefore: SMEs hotels, hotel associations, national tourism bodies, destinations, tour operators, suppliers and manufacturers in the field of energy efficiency and renewable energy use.

The project has been officially launched during the World Responsible Tourism Day at the World Tourism Market in London, on 12th November 2008.

OBJECTIVES

The EETI project's main goal is to reduce greenhouse gas emissions and costs in the hotel sector in Europe, addressing small and medium sized hotels. The EETI's objectives are:

- Develop and disseminate tools and materials to change SMEs hotels management actions and investment decisions in their use of energy
- Promote the exchanges of know-how and experiences between small and medium sized hotels as energy users, suppliers and manufacturers
- Raise awareness of hotel managers, decision-makers, staff and consumers
- Stimulate the establishment of networks committed to the dissemination and promotion of energy efficiency and the use of renewable energy sources.



Renewable energies are an alternative to achieve sustainable energy consumption

ACTIVITIES

1. Evaluation of the hotel sector needs for sustainable energy:
 - Survey of energy use and energy management in the hotel sector, as well as survey of business drivers and customer sensitization.
2. Development of user-friendly tools for benchmarking and capacity building for energy efficiency in the hotel sector.
3. Improve access to suitable energy efficient and renewable energy technologies in the hotel sector.
4. Pilot tests in four destinations.
5. Communication and dissemination through a project website, training workshops, video material, brochure and conferences.

PARTNERS

- European Commission/EACI
- United Nations Environment Programme
- International Hotel and Restaurant Association
- European Renewable Energy Council
- French Environment and Energy Management Agency

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FURTHER INFORMATION

- UNWTO Business Council
www.unwto.org/afiliados/business/en/business.php
- Intelligent Energy – Europe Programme
ec.europa.eu/energy/intelligent/index_en.html
- General information on climate change and tourism
www.unwto.org/climate
- Future web-portal for the project
www.climatesolutions.travel