

(1) Getting sustainable with the EU Ecolabel

(1a). Check your Eco-efficiency

Target: Check and improve your Environmental performance

1. My hotel applies for the EU Ecolabel – what steps do we have to do?
 - First eco-check: Does our hotel match the relevant criteria (being eco-fit)
 - Eco-SWOT analysis: Check Strength, Weaknesses, Opportunities, Threads)
 - Benchmark: Find out your consumption figures (but be honest!)

(1b). Formulate an ecological mission statement

(1c). Improve your procurement: Buy ecological and regional traditional products

(1d). Eco-training for your hotel staff (Eco-education)



(2) Set Relevant Marketing Activities

Target: Boost you bookings!

(2a). Getting a new eco-brand (a new image with an eco-claim and new design)

(2b). Check your guests,

- Regular customers

- New customers (eco-sensitive customers)

(2c.) How to reach and win new eco-sensitive customers



(3) Cross Marketing with an Eco-Destination Management

Target: Set up a partner network in your destination

(3a). A new Eco-destination is born

- Destination in the landscape (e.g. National parc area)
- Destination in a city

(3b). Develop a sustainable Travel package including

- Environmentally friendly arrival / departure
- Overnight stays in your eco-labelled hotel
- Sightseeing tours to magnificent places (e.g. nature tours ...)

