

Better insight to improve your circular business model



Sustainability among consumers

DUURZAAMHEID BIJ CONSUMENT IN DE LIFT

'Consument omarmt duurzaamheid, bedrijfsleven is nog niet zo ver'



87% of travellers indicate sustainability is important to them (Booking.com)
Almost 40% of travellers actively made use of more sustainable travel and lodging options (Booking.com)
Slim inspelen op circulaire economie levert hotels 37 miljoen euro op
58% of all ANVR members saw an increase in demand for eco-vacations (ANVR)
66% of travellers is willing to pay at least 5% more for a more sustainable alternative (ABN AMRO)

Interview: 'Hotelgasten willen duurzame hotels'



Hotels maken eerste groene stappen

Sustainability of hotels

Tourism and especially hotels are associated with a relatively high environmental impact



700.000 tons
CO₂ per year

€75 million
environmental
costs per year



120.000.000 tons
CO₂ per year

€14 billion
environmental
costs per year

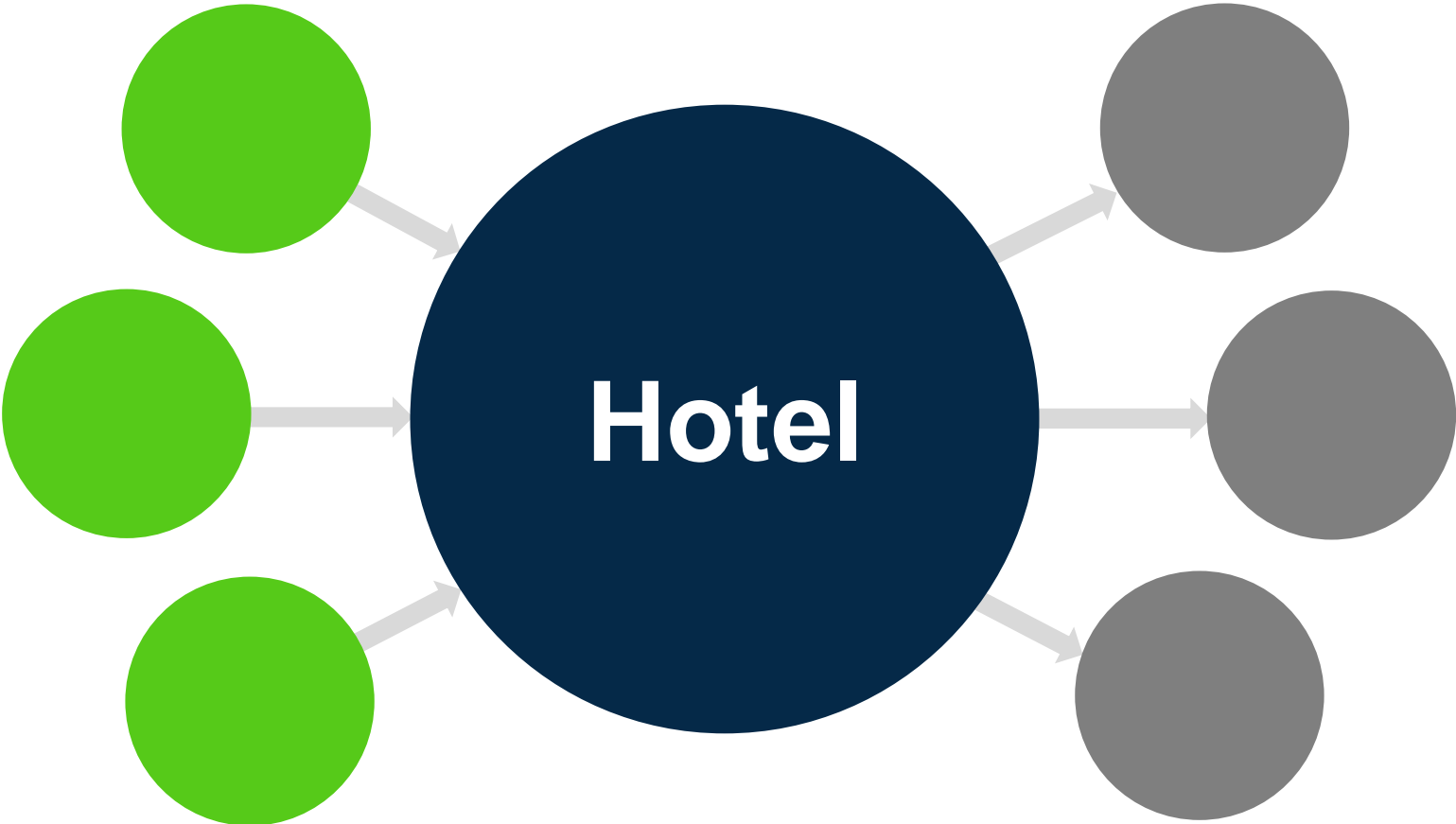
Certifications & labels

800+ sustainable labels for tourism

Some examples:



Circular scan



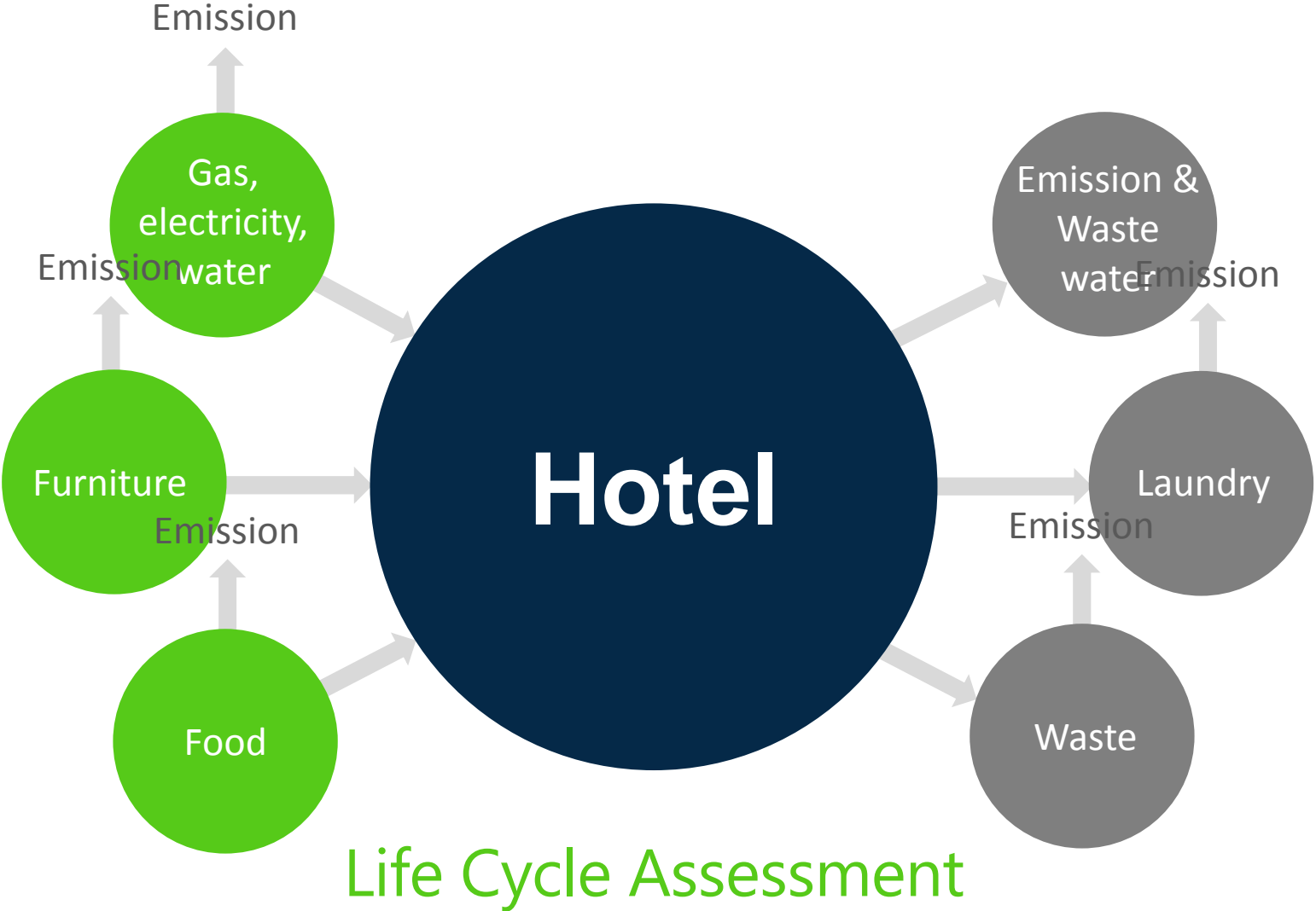
Circular scan 2017

**X Gemeente
X Amsterdam
X**

10 hotels in
Amsterdam

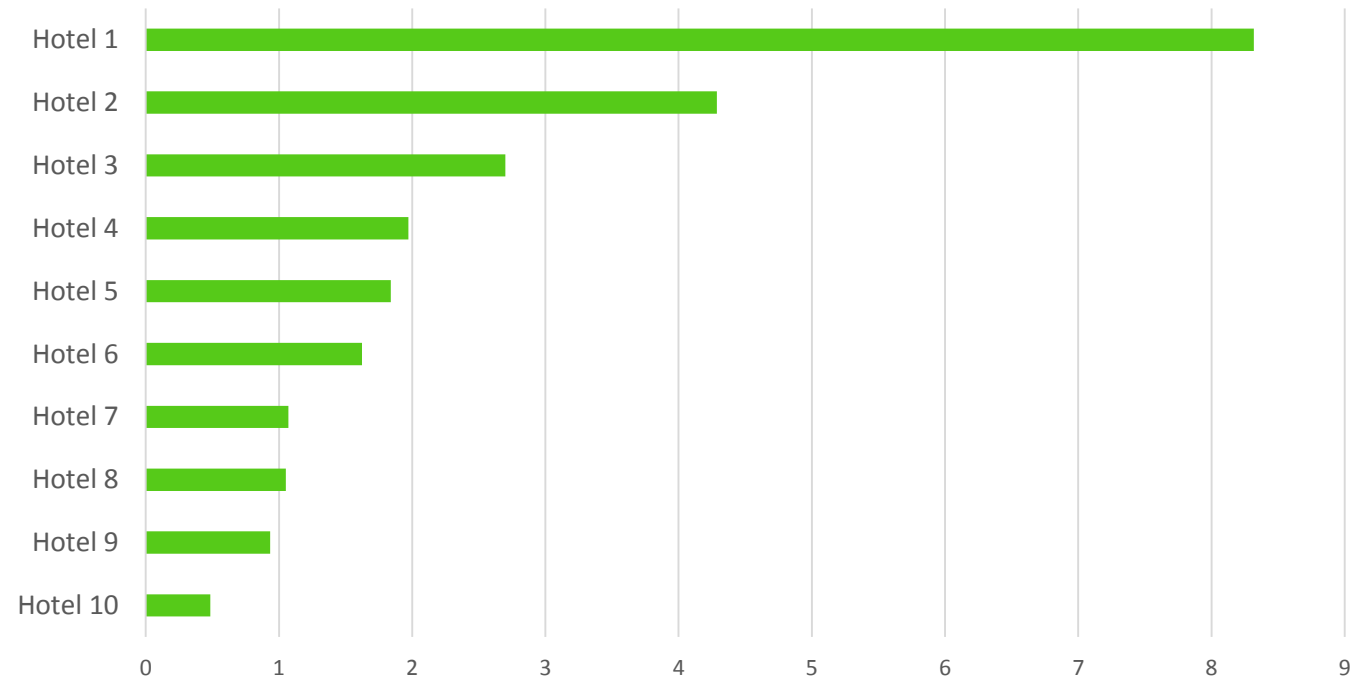
 **Ecochain**

Circular scan



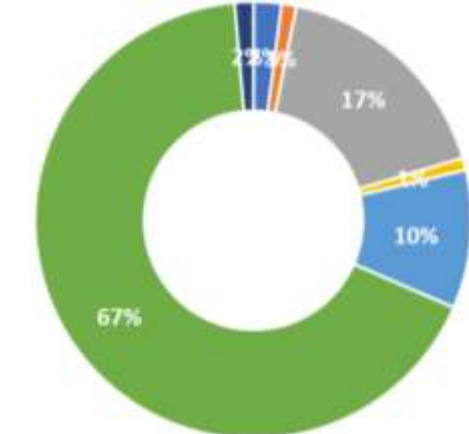
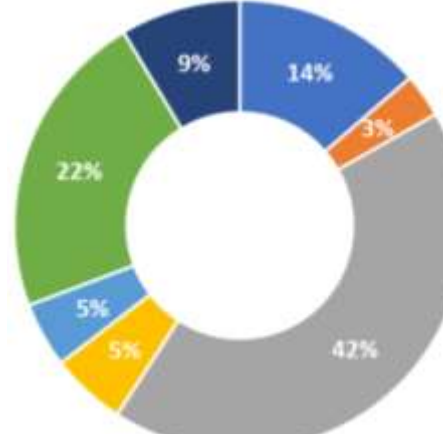
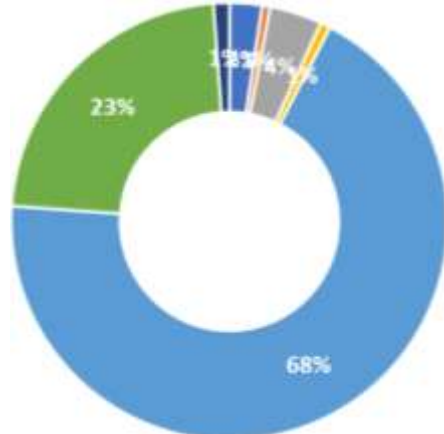
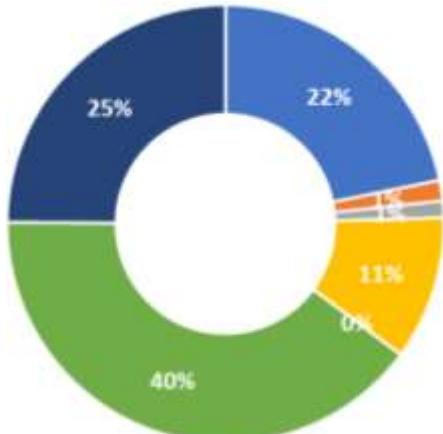
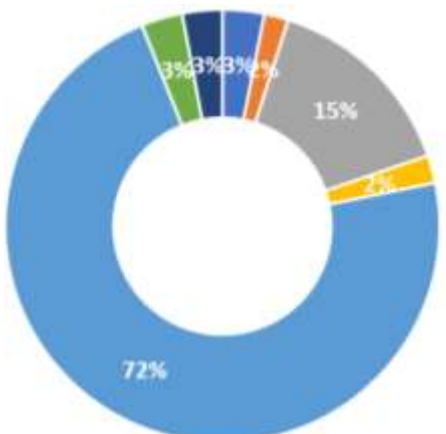
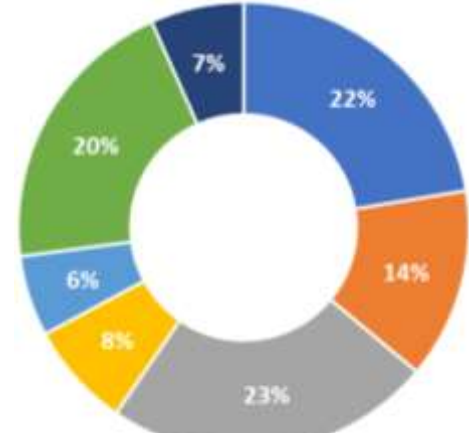
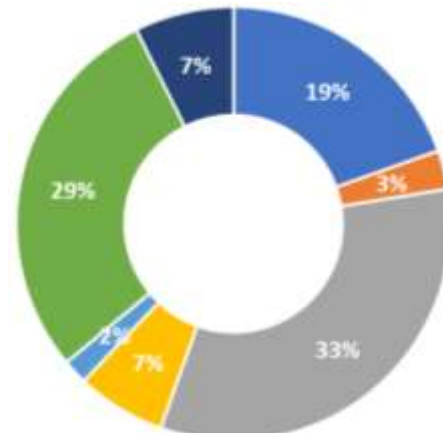
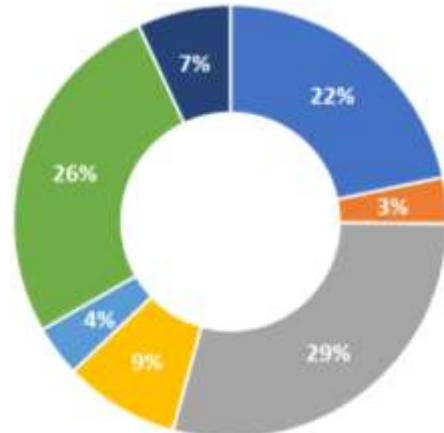
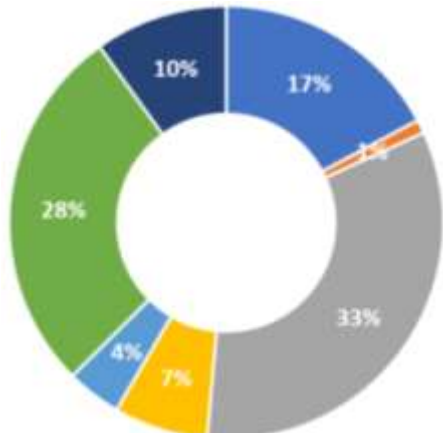
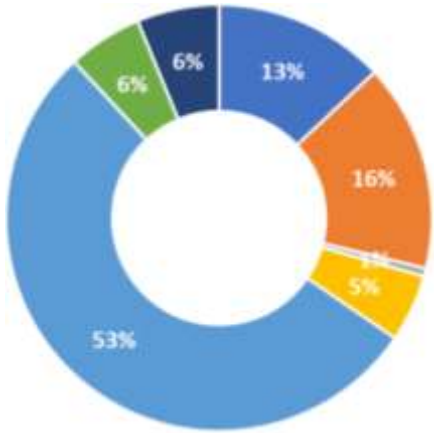
Circular scan 2017

Environmental costs per room per night (€)

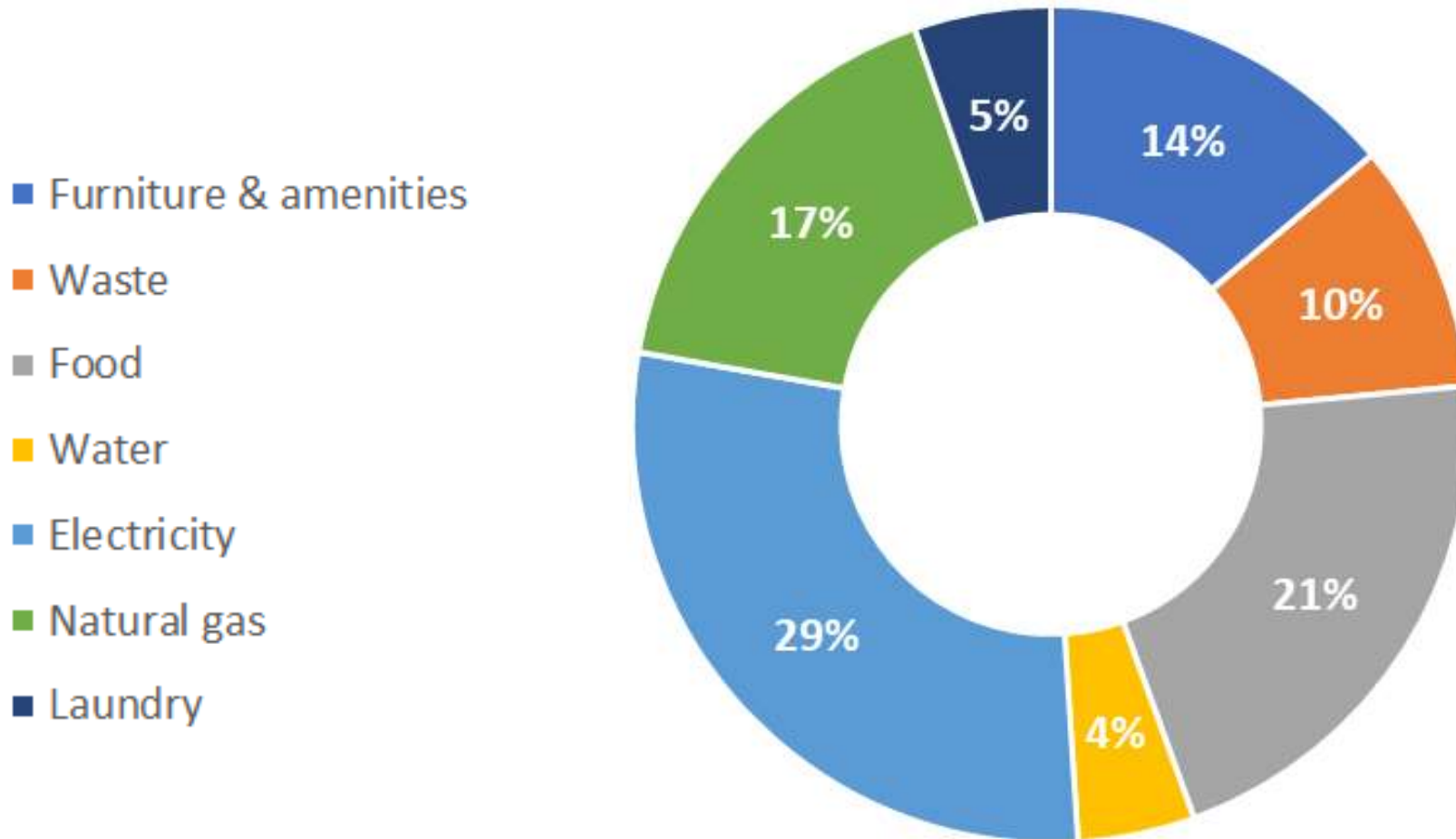


- Furniture & amenities
- Food
- Electricity
- Laundry
- Waste
- Water
- Natural gas

Circular scan 2017



Circular scan 2017 average*



SAVE OUR PLANET

*Dear guest,
To save water, please hang your towel on the towel rack for re-use. If you would like it replaced, put it on the floor.*

Thank you for helping us conserve the Earth's vital resources.

*Specific for the 10 hotels under study

Requirements hotels

Quick insight with limited data:

- Total yearly amount of guests
- Yearly use of gas, electricity, water and ~food
- Yearly production of waste and textile
- Simple description of furniture
- More detail possible, but optional

Quantitative sustainability



Direct savings: identification of the highest consumptions



Green operation: increased revenue, attracting green guests that deliberately chose a sustainable hotel and are willing to pay for sustainability



Increased customer satisfaction: transparent sustainability



Complying to current and future norms



Maximising and monitoring the effectivity of every investment in a greener operation



Marketing sustainability: criterium on booking websites



Direct insight and grasp of hotel circularity: quick quantitative measurement and continuous insight

Discussion: what drives you to be more sustainable?

Is sustainability already a part of your operation?

If sustainable measures are already in place, how have they been chosen?

Do you have a green label, and why?

An environmental (LCA) scan is possible for any and all services. Can it be interesting for yours, and what service do you offer?

Does your hotel have a towel program in place?

Does an environmental scan scare you, and why?

Further questions?

Experiences pilot hotels

"This scan has put a lot in motion"
Koplopergroep Hotels Amsterdam

"The results were helpful to provide more insight for future investments"
Mercure Amsterdam Centre Canal District

"This scan should have been performed before we started looking for circular initiatives"
Koplopergroep Hotels Amsterdam

"The circular scan has shown us that we are on the right track with sustainability, but also that there is more to gain. After the scan we are not only looking for the right certificates of materials, but to their origin as well"
Conscious Hotels Amsterdam

"Meten is weten"
Koplopergroep Hotels Amsterdam

"Based on the results of the scan, we have already started to develop a plan for a 'green bar' where we will make use of products from local and sustainable initiatives"

Double Tree Hilton Amsterdam Centraal Station

"Now we know what to focus our investments on"
Koplopergroep Hotels Amsterdam

More information Hotelscan

White paper: <https://ecochain.com/wp-content/uploads/2018/09/Whitepaper-Hotels-UK.pdf>

www.ecochain.com

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