Better insight to improve your circular business model
Sustainability among consumers

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)
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)
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
800+ sustainable labels for tourism

Some examples:
Circular scan

Hotel
Circular scan 2017

10 hotels in Amsterdam

Gemeente Amsterdam

Ecochain
Circular scan

Life Cycle Assessment

Hotel

Gas, electricity, water

Furniture

Food

Emission & Waste water

Waste

Laundry

Emission
Circular scan 2017

Environmental costs per room per night (€)

- Hotel 1
- Hotel 2
- Hotel 3
- Hotel 4
- Hotel 5
- Hotel 6
- Hotel 7
- Hotel 8
- Hotel 9
- Hotel 10

Costs range from 0 to 9 € per room per night.
Circular scan 2017 average*

- Furniture & amenities: 29%
- Waste: 4%
- Food: 10%
- Water: 17%
- Electricity: 14%
- Natural gas: 5%
- Laundry: 21%

*Specific for the 10 hotels under study

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.
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 where 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

“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

“Meten is weten”  
Koplopergroep Hotels Amsterdam
More information Hotelscan


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