

# Green Lifestyle Hotels



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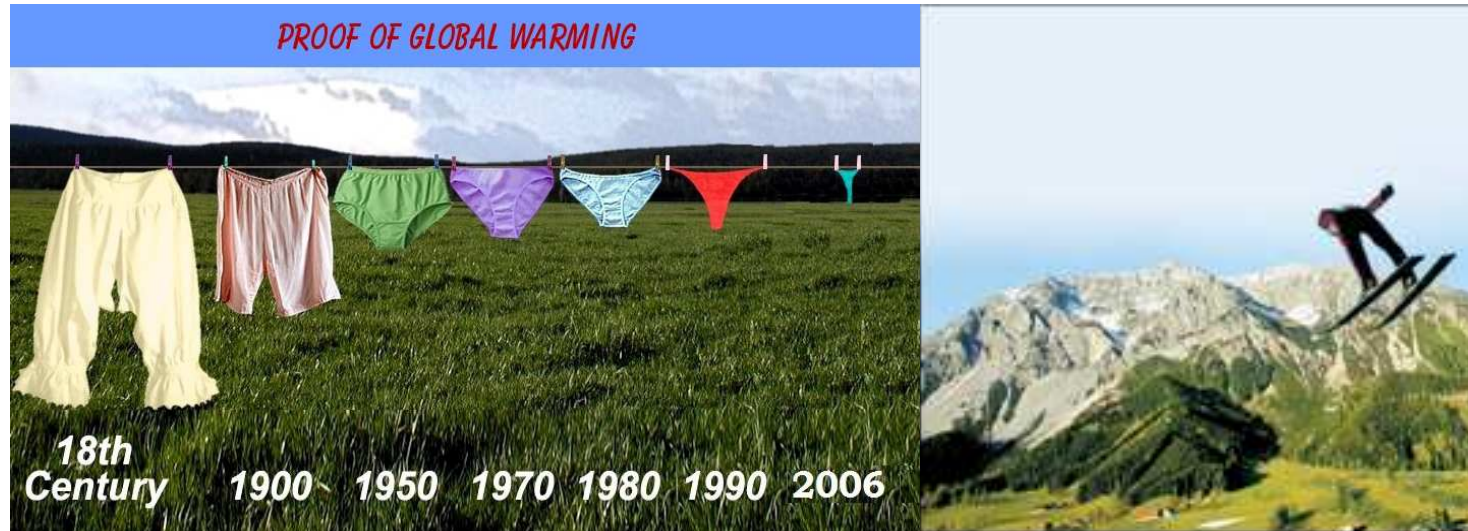
# Operating System of Market Economy is being reset



## New Passwords:

- **Sustainable growth** (instead of quarterly Quickies)
- **Coopetition**
- **Value orientated Innovation**

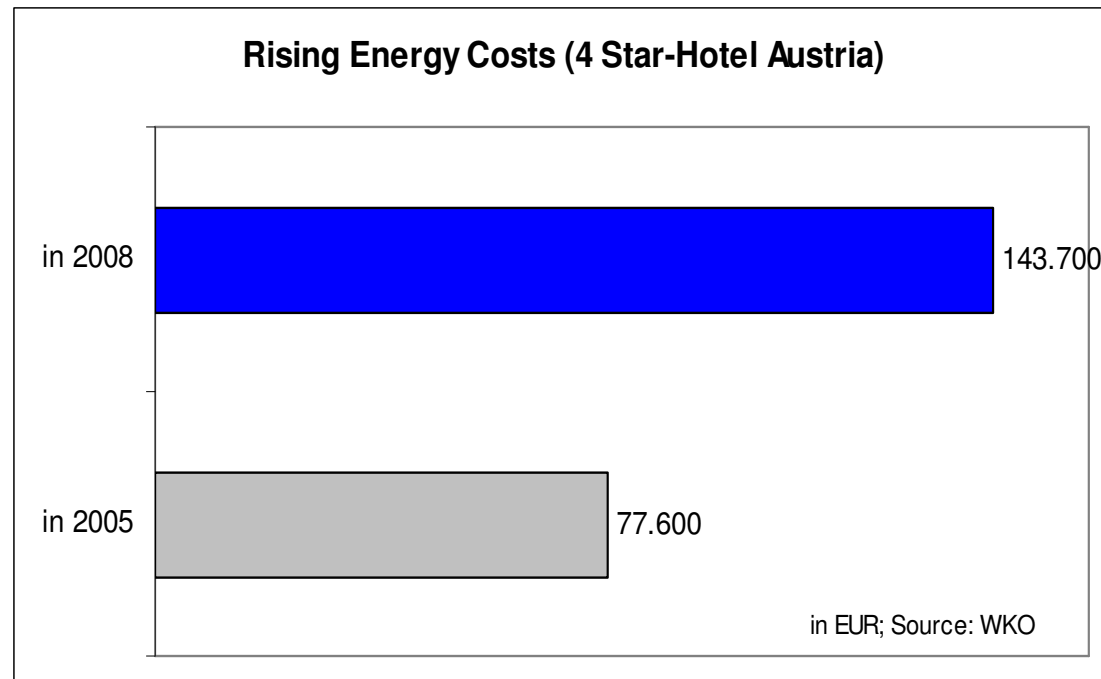
# Shift to Sustainability driven by



- **Climate Protection** Global Warming of 0,2°C/Decade for the next 20 years \*
- **Rising Energy Costs**
- **Increasing ecological Sensibility of Lead Consumers**
- **Search for local Authenticity**

\* Source: IPCC Report

# External and Internal Factors



- ▶ **Reduction of Greenhouse Gas Emissions & Operating Costs**
- ▶ **Branding & Differentiation**

# The Greening of **Tourism**



- Regional Value Chain (local suppliers, local production of food & energy etc.)
- E-Tourism (Energy Efficiency, Climate Neutrality, E-Mobility etc.)

# **Sustainable Housing:** Boom of Green Buildings and Eco Cities, but few Benchmarks in Leisure Industry & Hospitality



# Green Lifestyle: Mid-term Growth Market

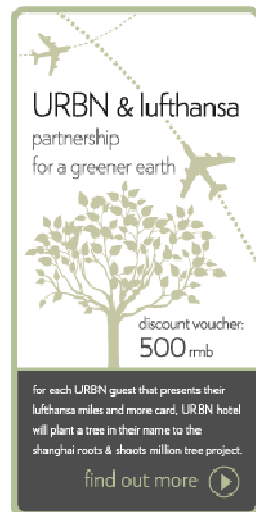
- **Minimisation of ecological footprint** and operating costs for Tourist Industry
- **Maximisation of moral balance sheet** for Provider and Guests



Holistic sustainable concept: solar panels, wind- and watermills, biomass

# Awareness

## Offset the carbon emissions



- **Purchasing Neutrality**  
(e.g. million tree project)
- **CSR # Greenwashing**

# Steps of Evolution



**I. Ecofriendly  
Setting**

(Natural Materials, Reduction  
of GHG, Energy Saving  
Appliances etc.)

**II. Holistic  
Sustainable  
Concept**

(Renewable Concept,  
Regional Value Chain,  
Organic Products)

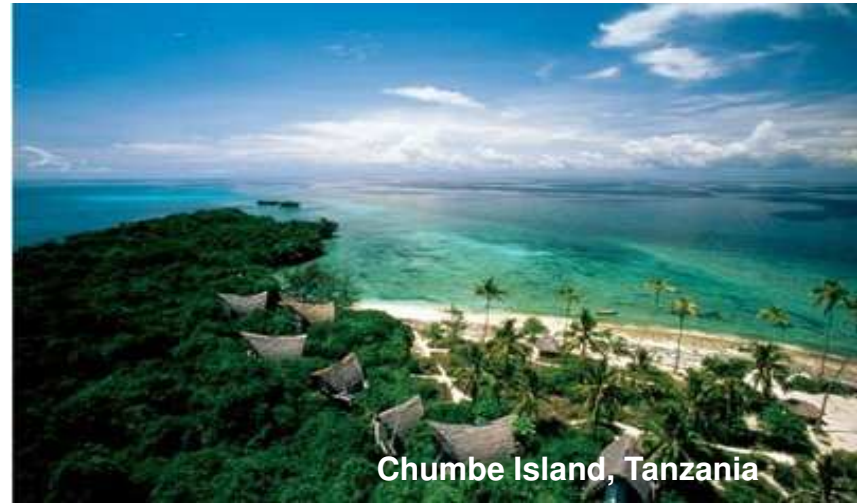
**III. Green  
Lifestyle**

(Merger of Eco &  
Hippness)

# State of the Art



Bay of Fire Lodge, Tasmania



Chumbe Island, Tanzania

- **Roofwater collection, greywater treatment systems, composting toilets, solar power**
- **Eco-Architecture, Rainwater catchment systems, 100% solar power, Local Value Chain**

# Towards a Post Carbon-Industry (zero Carbon, zero waste)



Feynan Ecolodge, Jordania

# Urban Pioneer: Zero Energy-Hotel



- Passive House
- Drilling for ground water, using the energy for cooling and heating
- Central controlled airing of the rooms (instead of AC)
- 130 m<sup>2</sup> solar panels
- Electricity by 84 m<sup>2</sup> photovoltaic solar power plant & 3 wind turbines
- Programmable electricity “instabus”
- Utilisation of rainwater to flush the toilets and water the garden
- Providing E-Cars for Guests

# E-Tourism in the Alps: Merger of Eco & Lifestyle



# Future = Green Lifestyle



- Powered by both solar and wind energy (generated by its vertical axis on top of the building)
- Large south facing insulated windows, used to help passively solar heat the hotel
- The 95-room hotel is shaped as a 400 foot ski slope, collecting rainwater & winter melting snow

# Eco-Leadership



## Strategic Implications

- Holistic Sustainable Concept
- Green Chic (Eco Lifestyle)
- Regional Value Chain –  
Tourism = Cross-Sectoral Role
- Lighthouse & Destination  
Branding
- Green Market & Investments