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ΤΗΣ ΕΛΛΑΔΟΣ
HELLENIC CHAMBER OF HOTELS



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RESEARCH INSTITUTE FOR
TOURISM

PRESS RELEASE

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TITLE: Planning a sustainable – “green” hotel

The Hellenic Chamber of Hotels (HCH) has commissioned the Research Institute for Tourism (RIT) to prepare a study on the energy behavior of hotels, in order to design the next day's financial supporting packages. These are designed according to the pillars and priorities set by European Union funds for the National Recovery Fund.

RIT's survey on Hotel Sustainability and the Environment, conducted from 20 August to 8 September 2020, had as its main objective to record the priorities and real needs of the industry, so that the programs would be applicable and have the greatest possible absorption.

In the six sections of the present survey the energy management by hotels, the management of water resources, of liquid and of other waste were examined. The problems and obstacles faced by hoteliers during their investment endeavors were pointed out and was recorded the situation regarding the certifications possessed by hotels. Finally, a spatial multivariate analysis was performed, which highlighted on one hand the current situation and on the other the emerging trends regarding the viable and sustainable development of Greek hotels.

The results show a strong intention of the hoteliers to reduce the energy footprint of their hotels and to proceed with "green" investments especially through the appropriate financial schemes.

Indicatively, according to the survey

- 28% is the average rate of reduction in energy consumption targeted by the majority of hotels
- 34% of hotels is interested in investing in Renewable Energy Sources (RES)
- 68% of hotels recycles
- 85% intends to invest in recycling equipment
- 69% hotels are interested in acquiring a certification regarding the environment, the energy, and the sustainability.

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