




Planning a sustainable – “green” hotel



Sections of the survey

01 Energy Management

Recording, measuring and using of energy consumed by hotels, as well as investments for RES and energy saving

02 Water Resources Management

Sources of water consumed by hotels, recording and measuring of consumption, investments to save water resources

03 Liquid Waste Management

Liquid waste management, existence and connection to central sewerage system or biological treatment plant, investments to improve liquid waste management

04 Waste Management

Recycling, investments and/or funding for investments in recycling actions

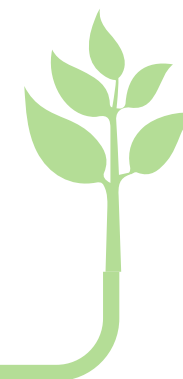
05 Certifications and Funding

Certifications for environment, energy, sustainability. Funding and obstacles for investments regarding hotel sustainability

Survey Identity

Planning a sustainable – “green” hotel

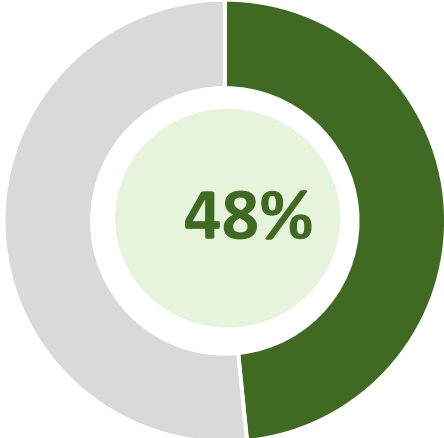
ASSIGNING BODY	Hellenic Chamber of Hotels (HCH)
CONDUCTING BODY	Research Institute for Tourism (RIT)
REFERENCE PERIOD	2020
SURVEY TIME PERIOD	20 August – 8 September 2020
DELIVERABLE DATE	10 September 2020
TARGET POPULATION	Greek Hotels
STATISTICAL UNIT	Hotel Unit
REGISTRY	HCH Registry
CLASSIFICATIONS	NACE, Hotel Categories
SAMPLING METHOD	Stratified proportional sampling, split design
WEIGHTING	Triple (Category, Region, Size)
SAMPLE/POPULATION SIZE	n=1.625/ N=10.000
COLLECTION METHOD	CAWI



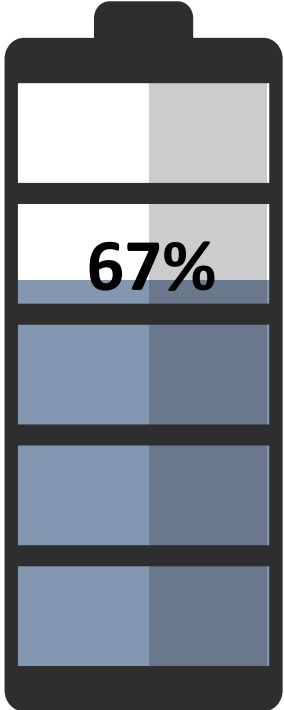


Energy Management

Energy consumption and reduction targets



of total hotel units **record their consumptions**



of total hotel units **have set a target for energy consumption reduction**

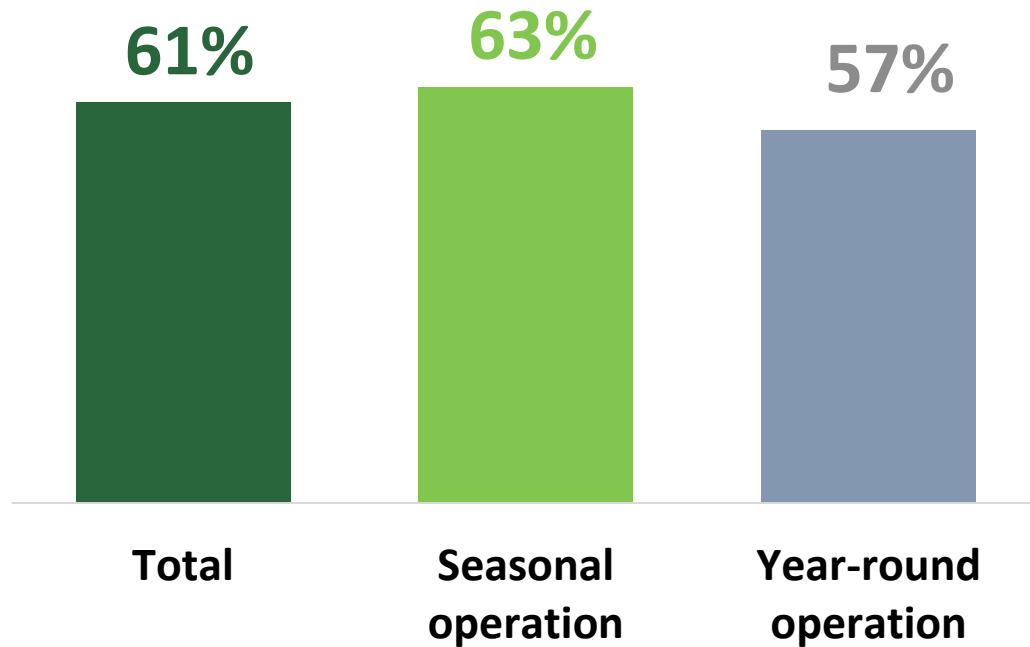


is the average ratio of **energy consumption reduction** set by most of hotels in the country, regardless of their operation



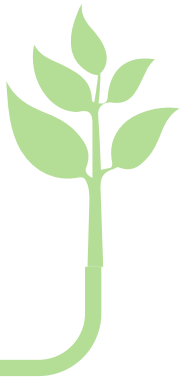
Investments in energy saving actions

Investments in energy saving actions
the last 5 years

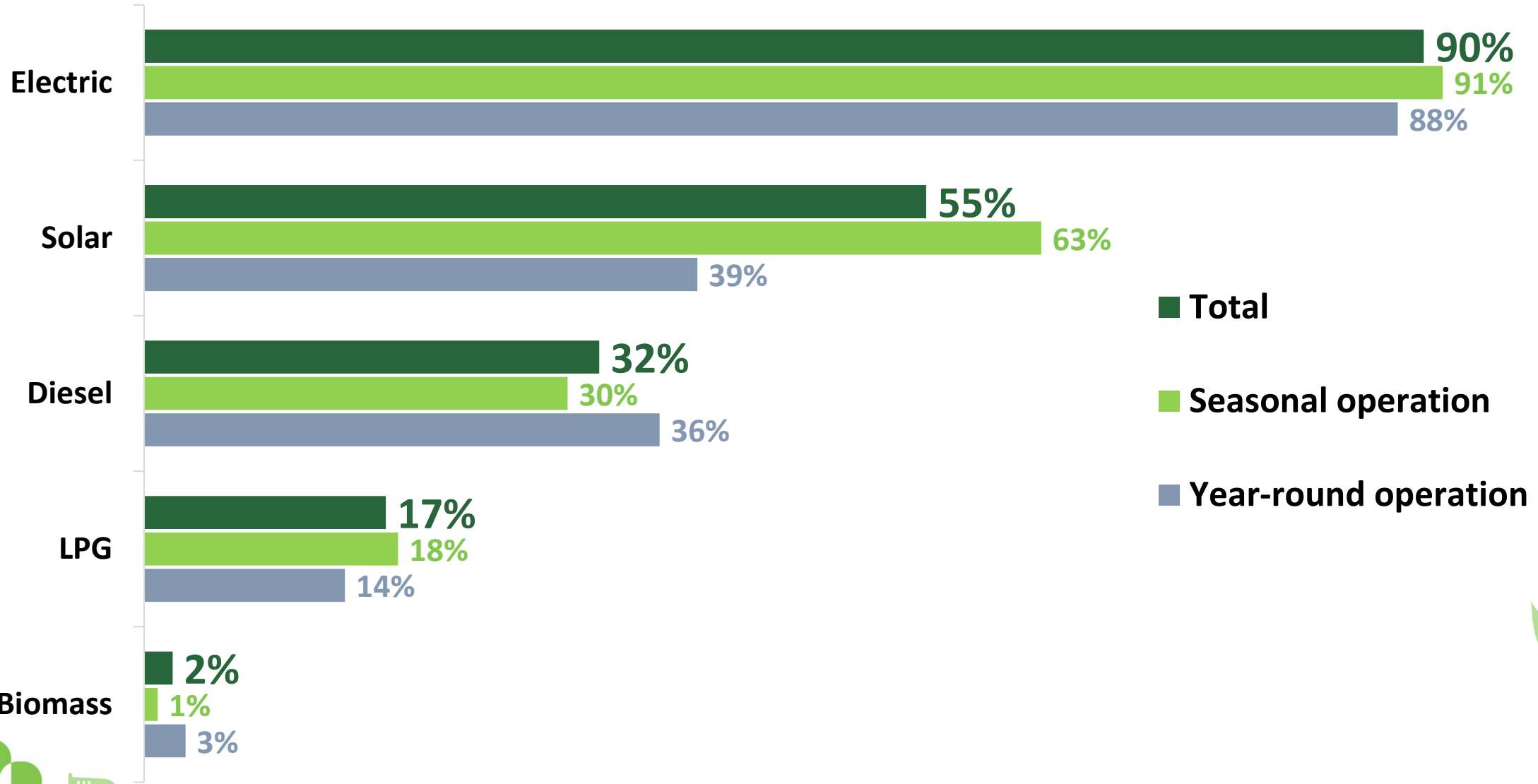


Use of the article 24 of law 4172/2013
regarding depreciation rate

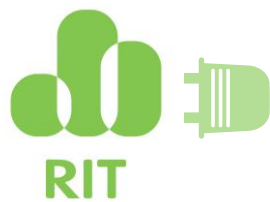
- ✎ From total hotel capacity only **2.5%** have used the article 24 of law 4172/2013 regarding depreciation rate
- ✎ The ratio is equally low for seasonally and year-round operating hotels (1,7% and 4,1%, respectively)




Energy type consumed by hotels (*)

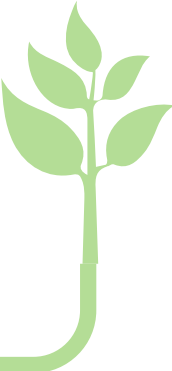
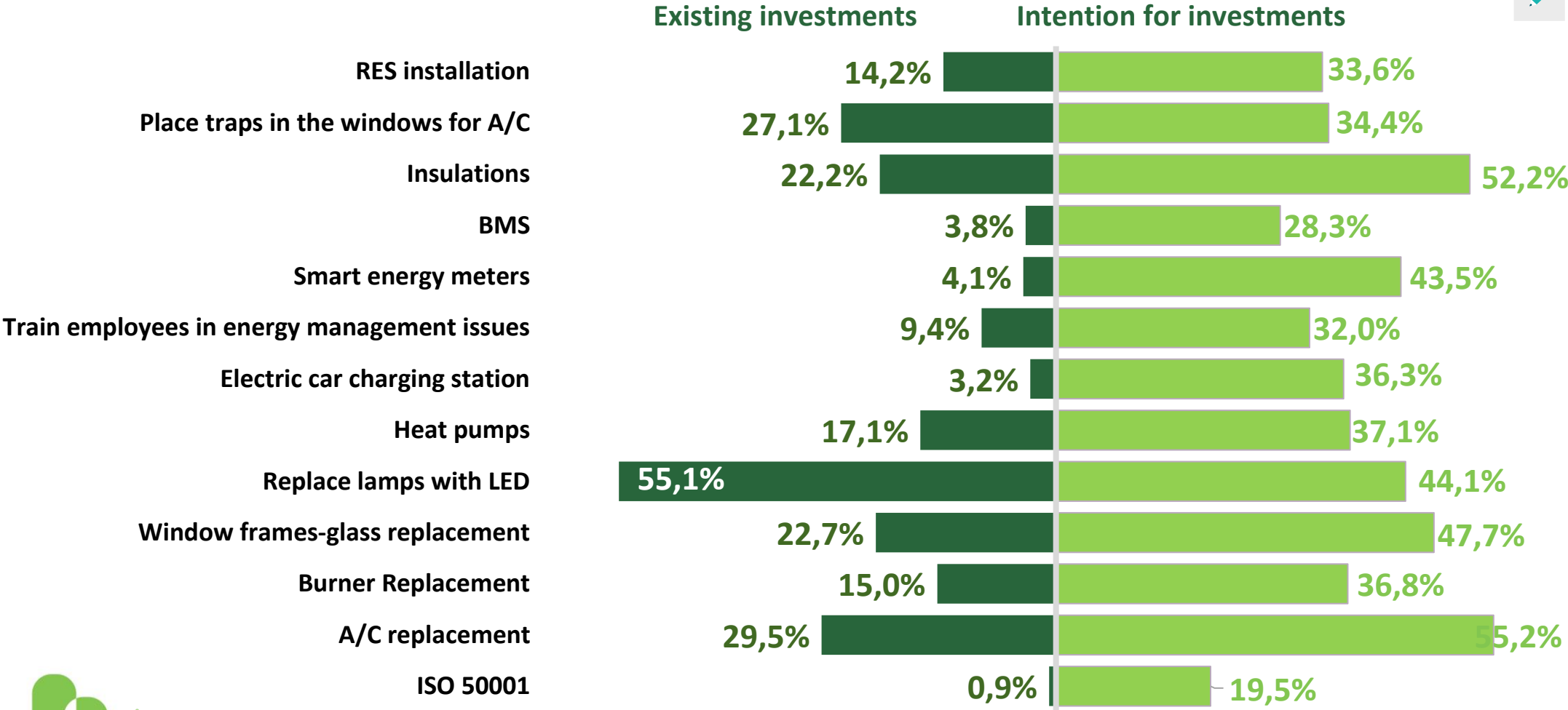


(*) A hotel can use more than one type of energy.



Existing investments in energy saving actions, compared to intention for investments, using the necessary funding

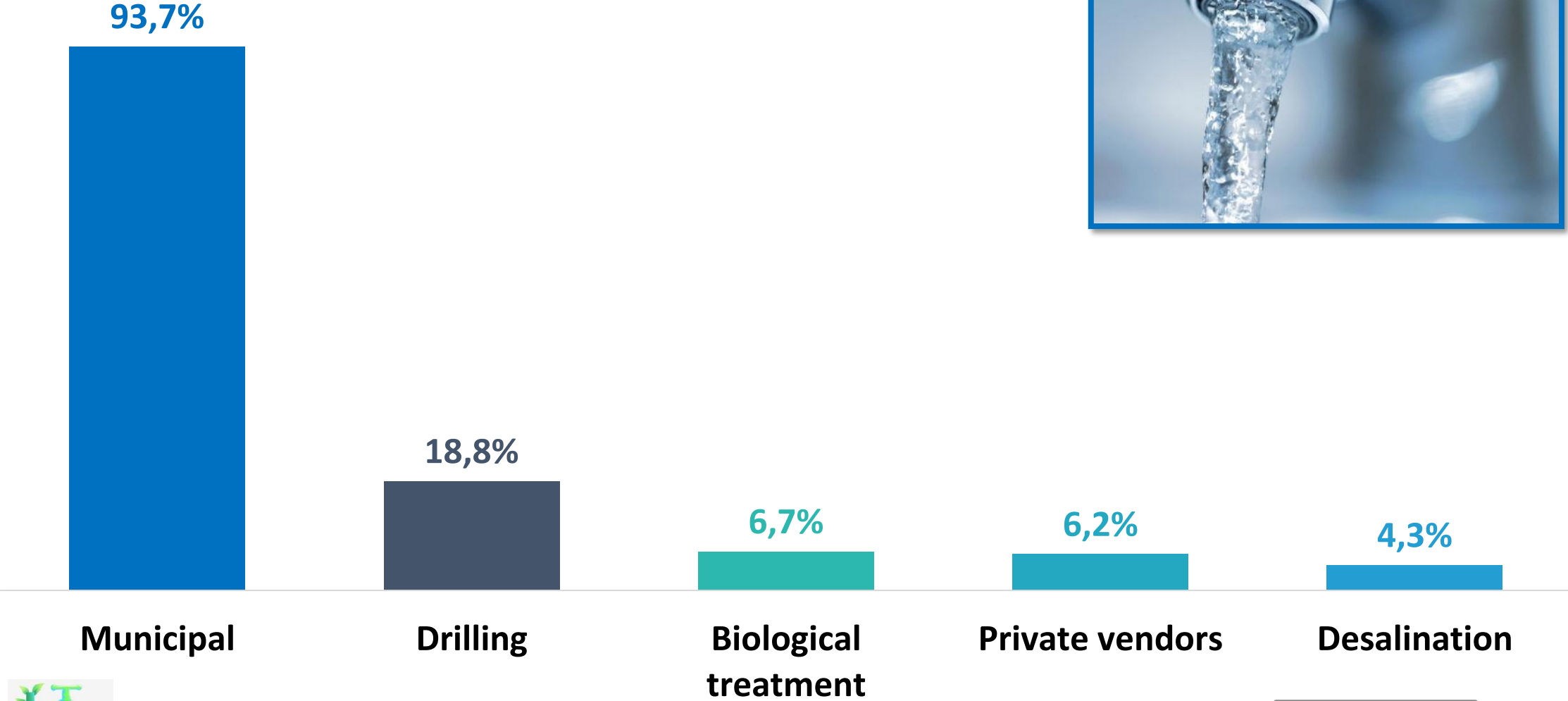
 There is a strong willingness for energy saving actions.





Water Resources Management

Sources of water of hotels



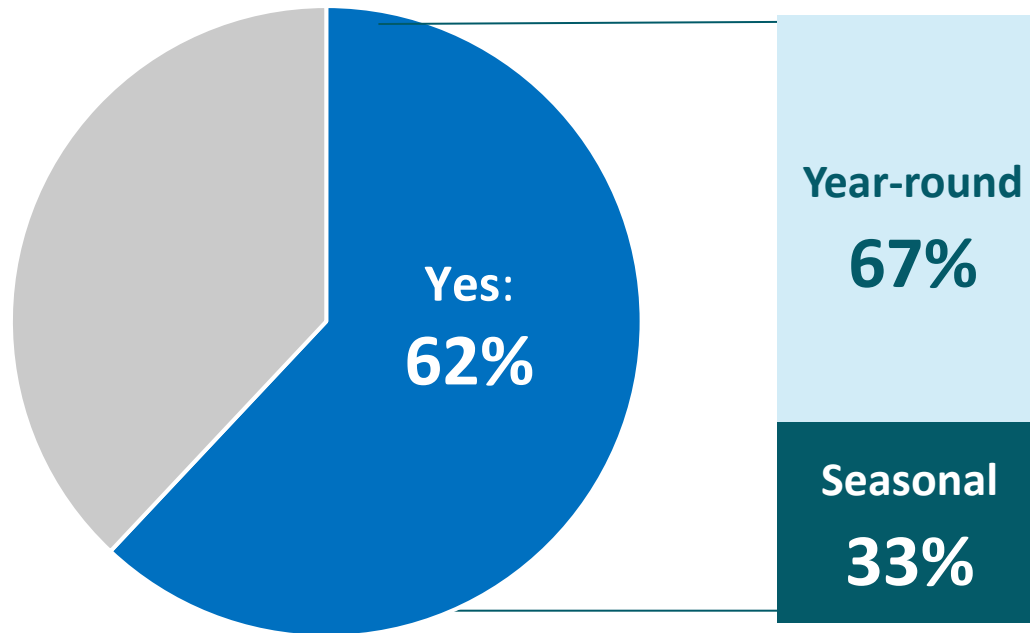
Note: The ratios do not sum up to 100%, as the answers had multiple choices.





Liquid Waste Management



Water consumption record

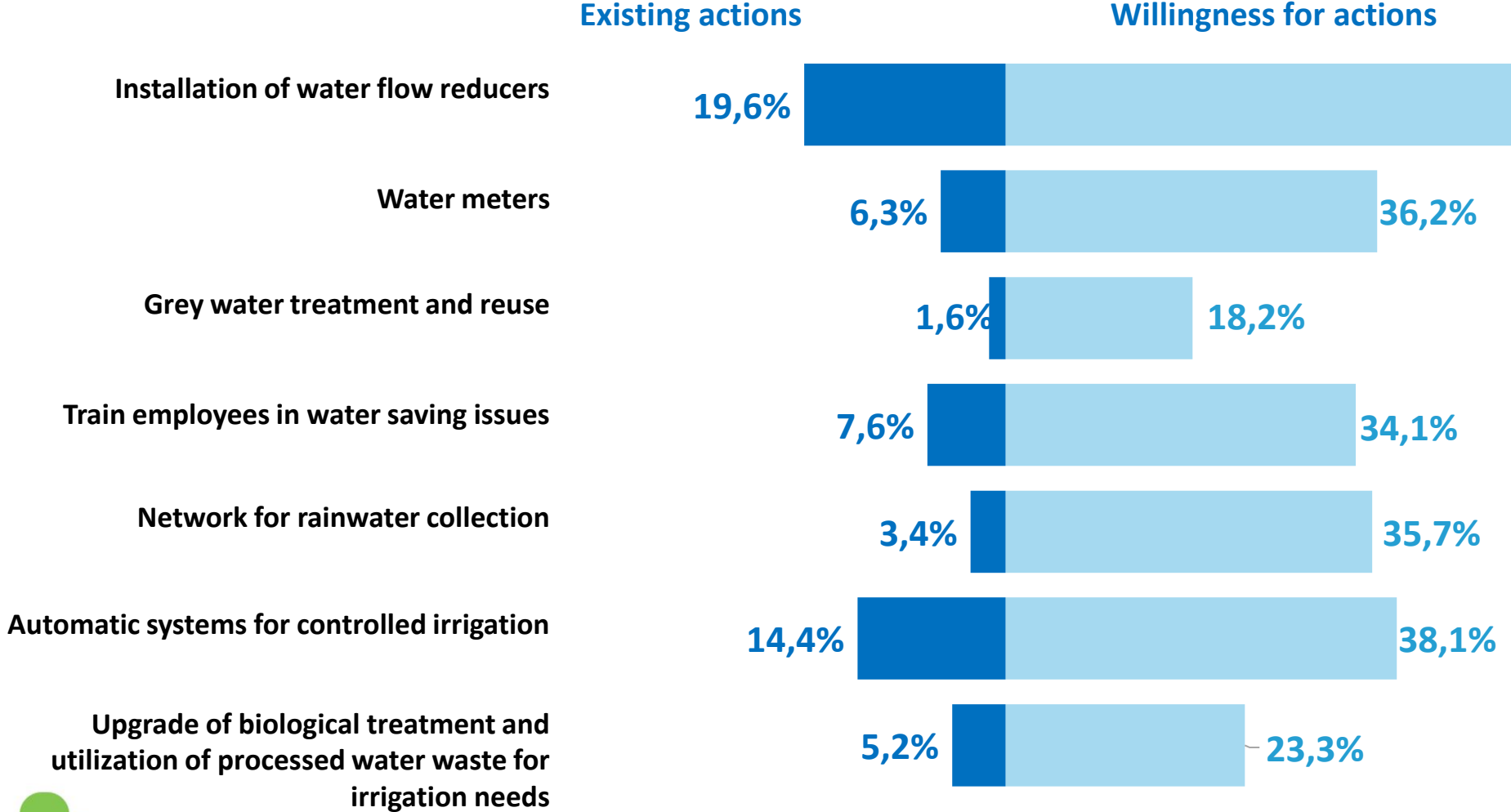



Investment in water saving actions (last 5 years)


-  **30.9%** of total hotel capacity, which is equal to 2.954 units, have invested in water saving actions the last 5 years
-  The corresponding ratios for seasonally and year-round operating hotels are **33.4%** and **26.1%**



Actions vs intention for water saving actions, using the necessary funding



 **30.9%** of total hotel units have invested in water saving actions the last 5 years

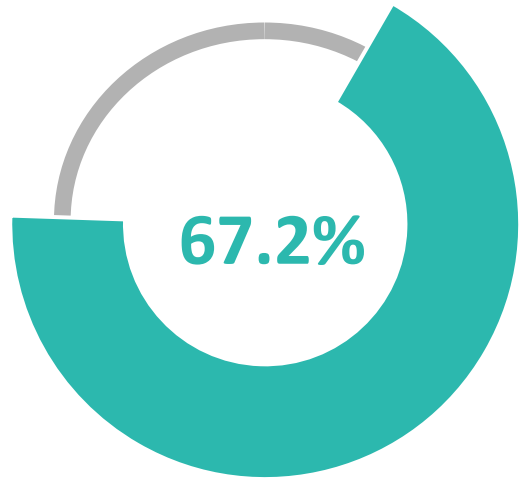
 The greatest interest of hoteliers is the installation of water flow reducers.



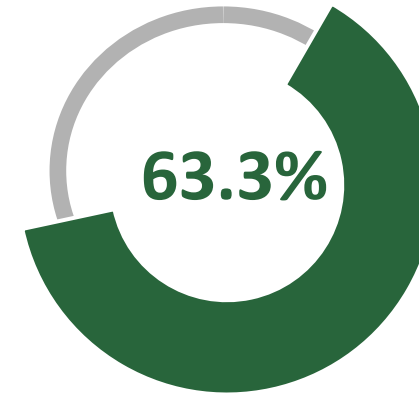


Liquid Waste Management

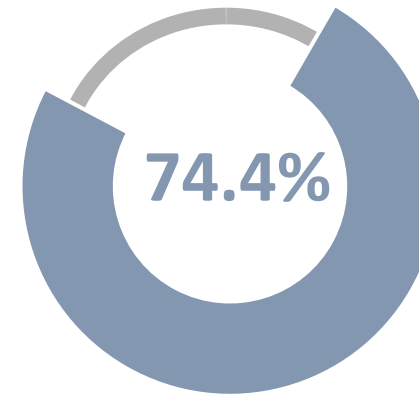
Connection to central sewerage system



Total



Seasonal

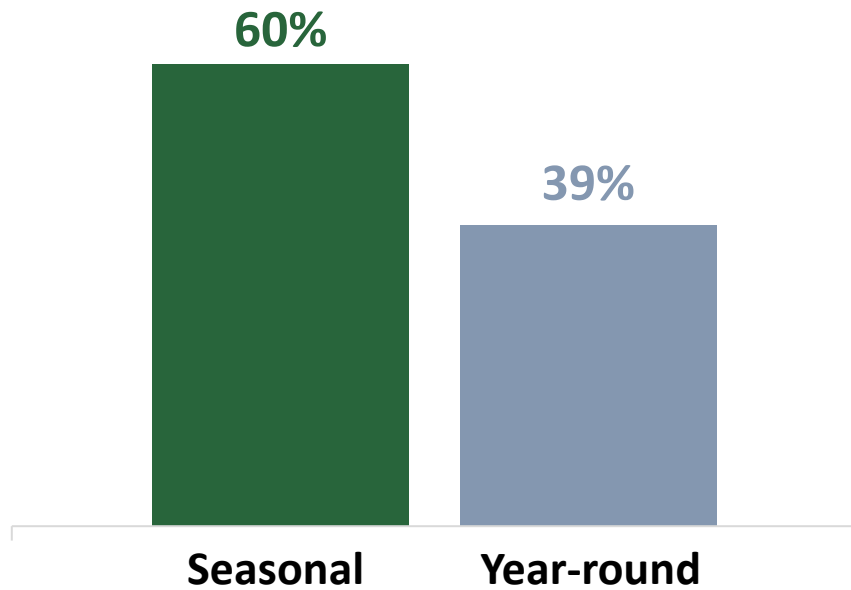


Year-round

Liquid Waste Management

Existing condition

Use of processed liquid waste for irrigation needs



Hotels that are not connected to central sewerage system and have biological treatment (1.499)

Investment needs for the upgrade of the liquid waste treatment system

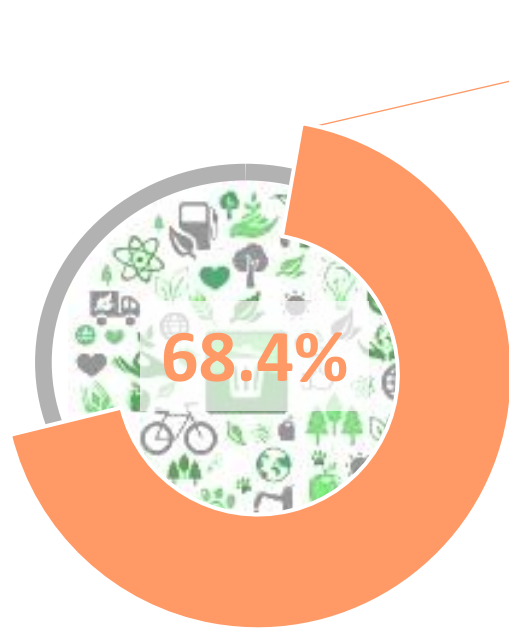


72.4% of hotels, equal to 1.084 units, state that they have investment needs for the upgrade of the liquid waste treatment system



Waste Management

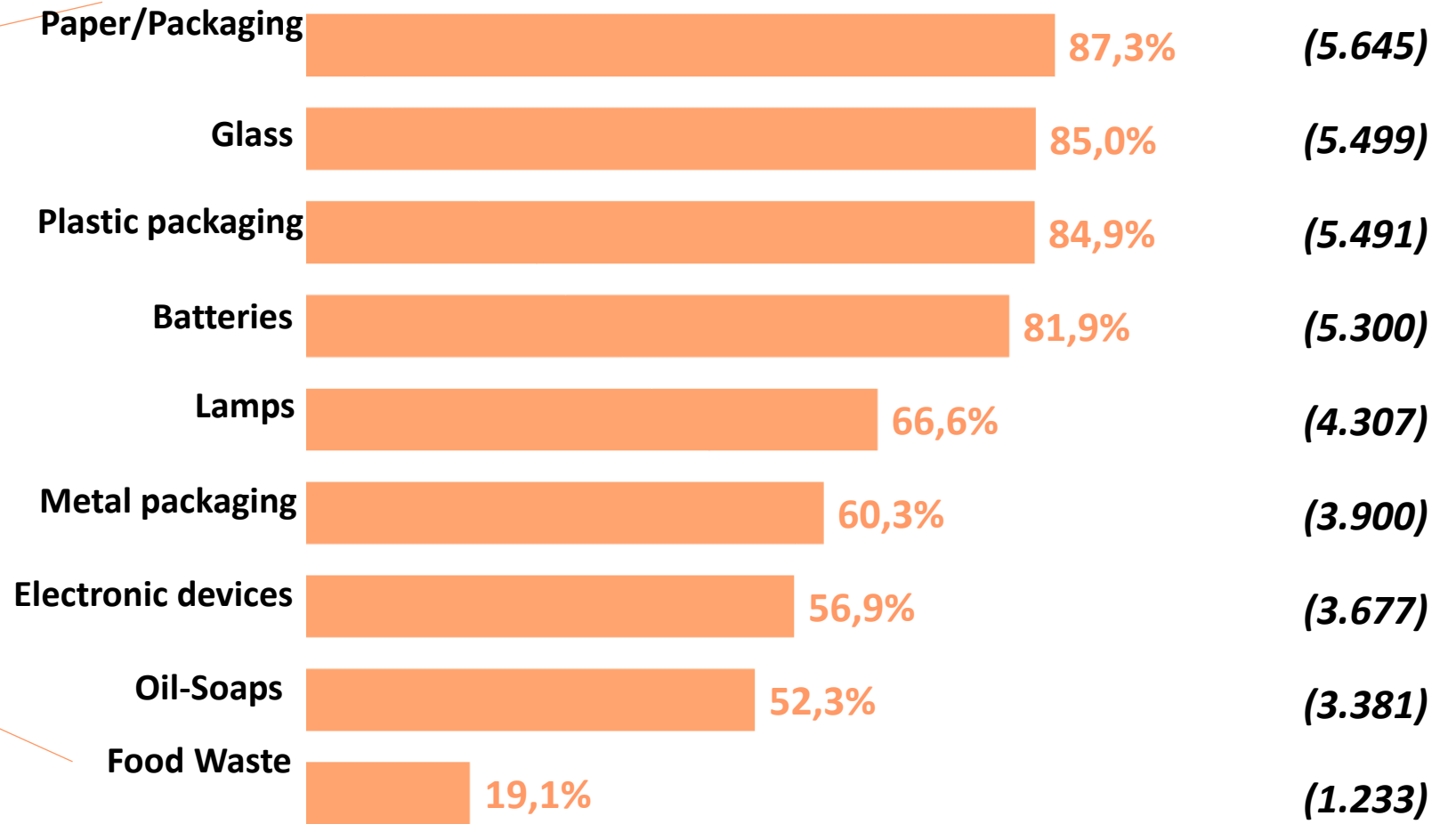
Recycling actions of hotels



of hotels recycle

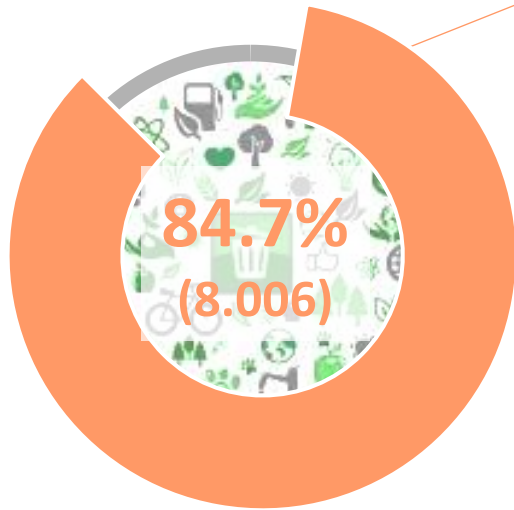
The most popular recycling actions

Number of hotels



Intention for investment in recycling equipment

From the hotels that are interested in recycling actions...



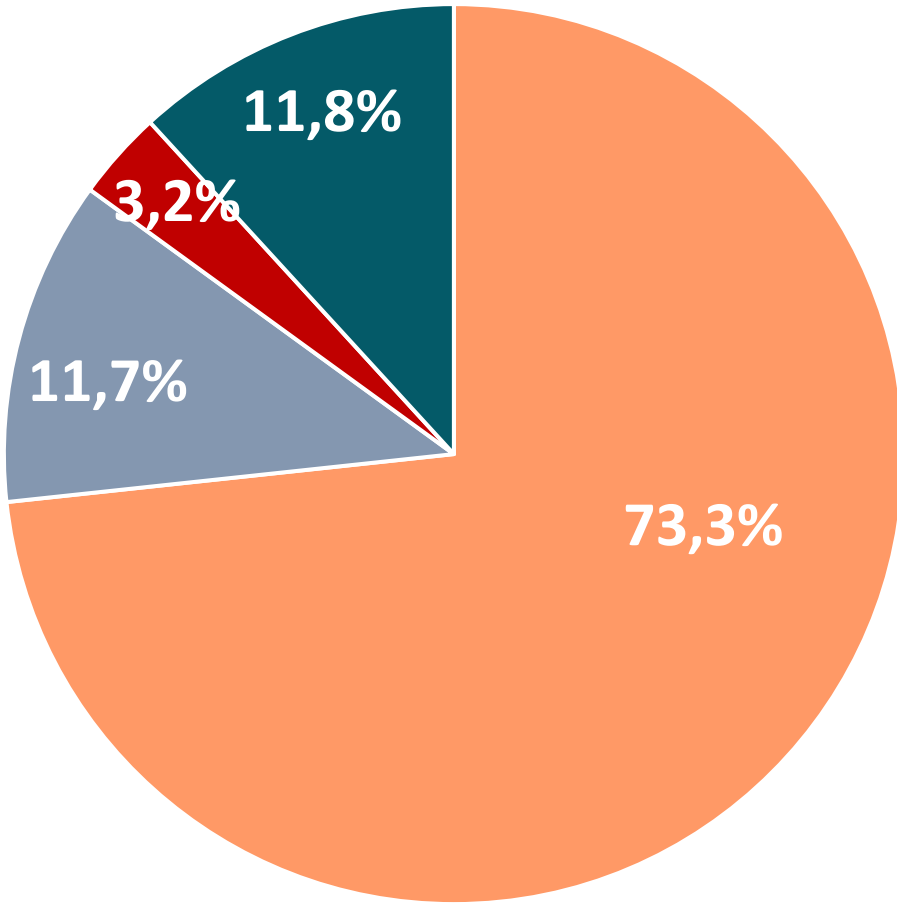
are willing to invest in recycling equipment, if there is a funding program

Number of hotels

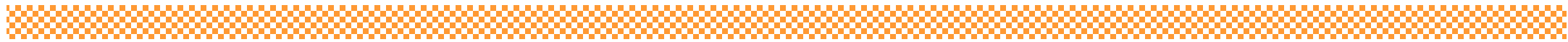
Plastic replacement programs	61,9%	(5.074)
Recycling bins for every room	54,8%	(4.493)
Composting bins	48,5%	(3.976)
Employees training programs	46,3%	(3.793)
Organic waste bins	40,4%	(3.308)
Organic waste machines	31,4%	(2.574)
Paper presses	28,6%	(2.342)
Special waste mapping studies	14,4%	(1.179)

System “Pay as you Throw” evaluation

73% of hoteliers agree with the system “Pay as you throw”



- Positive
- Neutral
- Negative
- Did not know/answer





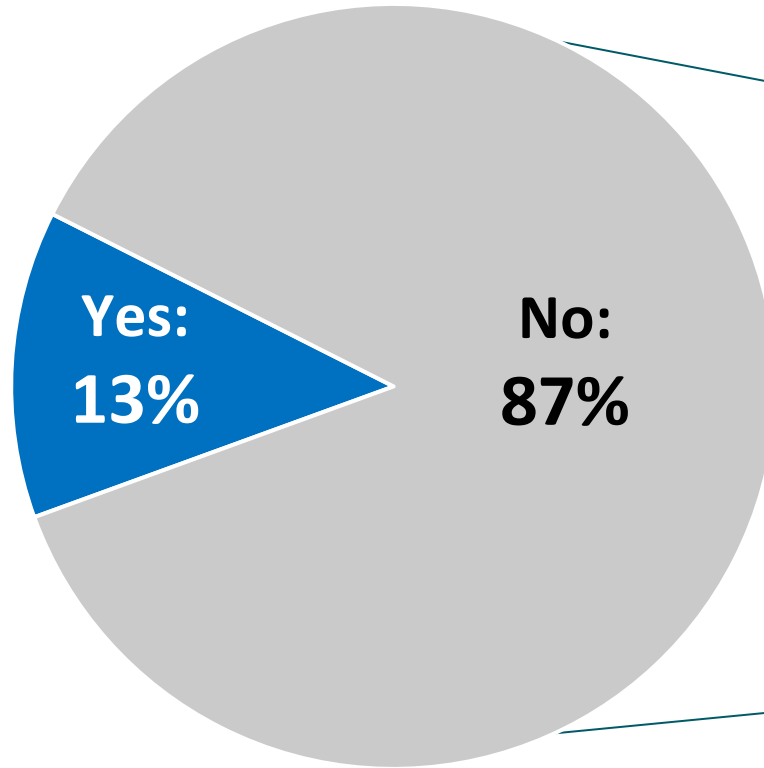
Certifications Funding



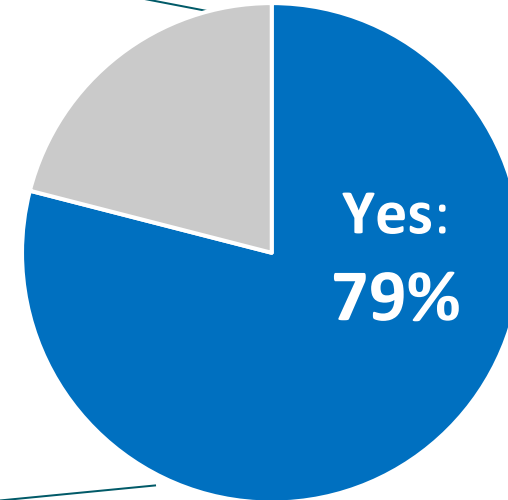
Hotel Certifications



Possess a certification regarding Environment – Energy – Sustainability

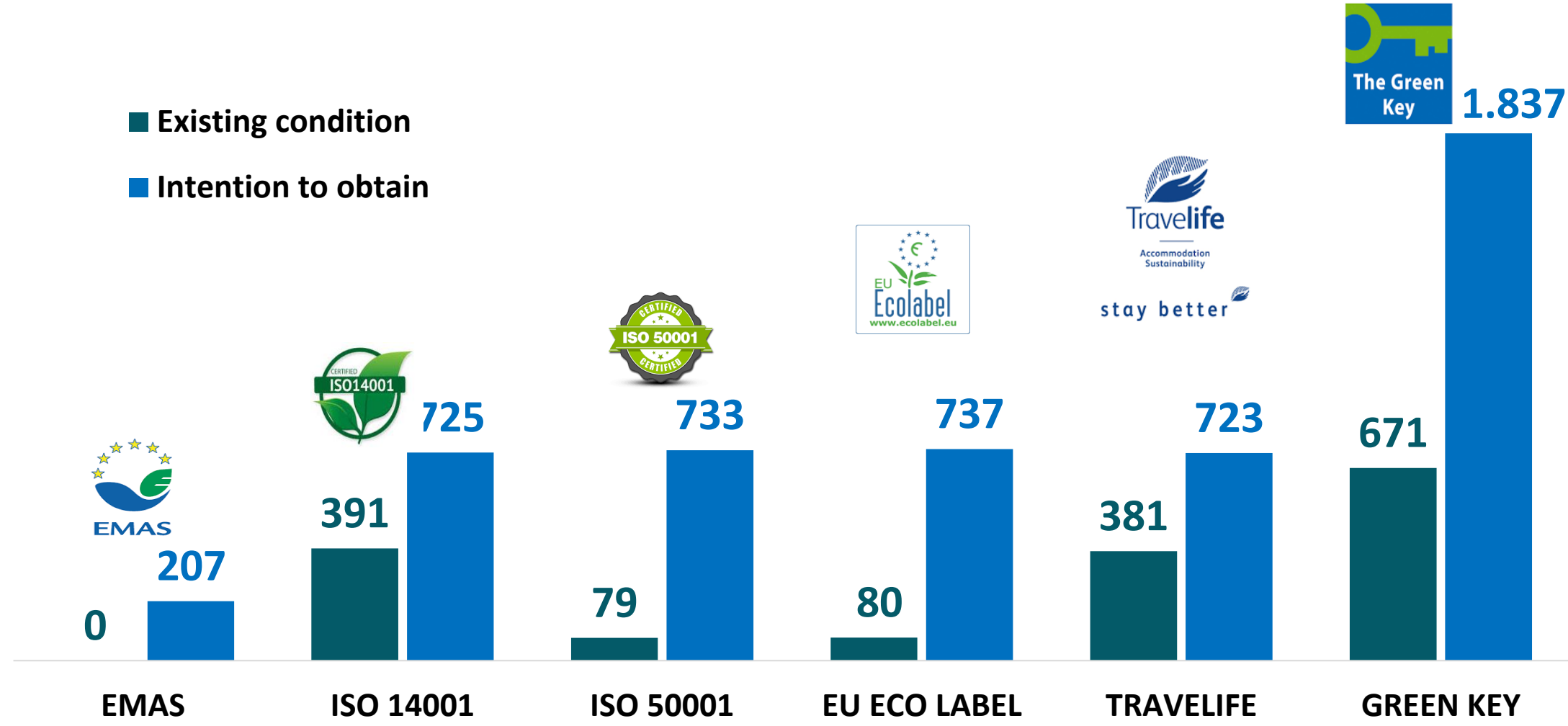


Are interested in acquiring a certification regarding Environment – Energy – Sustainability



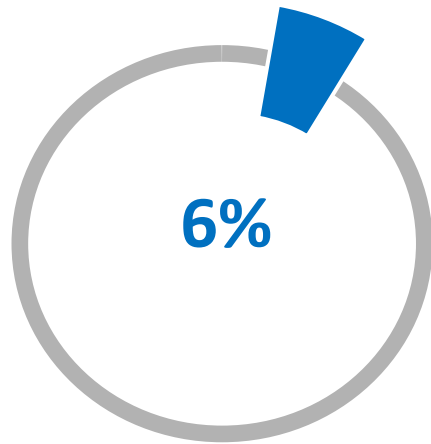
Hotel certifications by type & intention to obtain using the necessary funding

■ Existing condition
 ■ Intention to obtain



Use of funding programs regarding hotel sustainability in the past

Have used funding programs regarding hotel sustainability in the past



Only **6%** have used funding programs regarding hotel sustainability in the past

85% Greek hoteliers are willing to invest in at least one sustainability action if there are appropriate and attractive funding schemes



Thank you

