



FACTSHEET **Ecolabel for tourist accommodation & campsites**

Growing demand for green hotels

Eco tourist accommodations provide a win-win solution: travellers can enjoy their holidays and reduce their environmental footprint, and hoteliers and campsites owners benefit from an advantage in the market due to their enhanced green image as well as from cost savings.

Recent surveys reveal growing demand for 'sustainable' holidays as more and more travellers consider the environmental impact when making destination choices.

According to a 2012 survey conducted by the online travel review giant TripAdvisor, "the 'green' travel trend is gaining momentum among TripAdvisor members, as 71% said they plan to make more eco-friendly choices in the next 12 months compared to 65% that did so in the past 12 months"¹. In addition, a poll from travel and hotel booking website Booking.com revealed that more than one in two respondents claimed that they were likely to favour a destination that offered a reduced impact on the environment².

This means consumers are more likely to choose tourist accommodation if they are informed about the environmental benefits.

In response to this growing demand, hotel managers and campsite owners increasingly promote their services as "green" or "sustainable". A rising number of hotel and tour operators have invested in programmes designed to curb their emissions levels, reduce their waste production and energy use, and introduce green technologies (eg solar power). Yet, it is not easy for consumers to make an informed choice when trying to book 'green' holidays as credible, comparable and transparent information about the value of 'green' claims is often not available.

"Green is no longer just a trend. It's a way of life."

Fran Brasseur, Executive Director, Hotel Sales and Marketing Association International (HSMAI) Foundation

Ecolabel: a label that consumers can trust



With so many claims and different certification schemes for green tourist facilities on the market there is a risk consumers do not know where to turn to for trustworthy information. The EU Ecolabel for Tourist Accommodation and Campsite services (TACS) makes the best environmentally-friendly tourist facilities and services stand out. The owners and managers of tourist accommodation accredited with the EU Ecolabel commit to implement measures leading to energy savings, reduced waste production, as well as promoting renewable resources and limiting the use of hazardous substances.

¹ TripAdvisor Survey Reveals Travelers Growing Greener, TripAdvisor, 19.04.2012, http://www.tripadvisor.fr/PressCenter-i5154-c1-Press_Releases.html

² Poll reveals growing demand for 'sustainable' holidays, Businessgreen.com, 15.06.2015, <http://www.businessgreen.com/bg/news/2412992/poll-reveals-growing-demand-for-sustainable-holidays>

³ Commission Decision of 9 July 2009 establishing the ecological criteria for the award of the Community eco-label for tourist accommodation service, 2009/578/EC, <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32009D0578&from=EN>



A more ambitious Ecolabel in the future?

In 2014, the EC initiated a review of the two existing EU Ecolabel categories relating to tourism: *tourist accommodation services (TAS)* and *camp site services (CSS)*³. These criteria have been merged to form one set of criteria for *tourist accommodation*. The Ecolabel will set criteria with regard to:

- sustainable management of the facilities to ensure the energy efficiency of buildings through low-energy air conditioners or heating systems;
- properly inform and educate housekeepers with regard to sustainable practices such as a bedclothes and towel re-use scheme;
- waste management by limiting disposable products, providing refillable bottles and implement the waste separation in the rooms;
- energy and water savings through, for instance, taps and showers with reduced water flow;
- transport by promoting environmentally preferable means of transport such as public transport, car-sharing, bicycles, etc.

“Green concerns have made their way onto the business traveller’s agenda. Business travellers understand the issues and are trying to do their part in being more environmentally responsible when they are on the road.”

Adam Weissenberg, Deloitte Tourism, Hospitality & Leisure

While BEUC supports the overall approach, we call for the following improvements to be made before the final criteria are adopted and become mandatory for any service provider wanting to apply for the EU Ecolabel:

- Using electricity which comes exclusively from renewable sources;
- Setting requirements on window insulation and bioclimatic architecture – which takes into account the climate and environmental conditions and seeks cohesion between design and natural elements, leading to the optimisation of resources;
- Including stringent criteria on social requirements such as making explicitly reference to the International Labour Organization (ILO) conventions;
- Foreseeing on-site visits by competent authorities to verify if the criteria are met.

For more details about the whole process of EU Ecolabel criteria revision and development, please see the general Factsheet on EU Ecolabel: http://www.beuc.eu/publications/beuc-x-2015-036_ecolabel_factsheet.pdf

³ Commission Decision of 9 July 2009 establishing the ecological criteria for the award of the Community eco-label for tourist accommodation service, 2009/578/EC, <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32009D0578&from=EN>

⁴ The Case for Responsible Travel: Trends and Statistics: http://www.responsibletravel.org/news/Fact_sheets/Crest_RTI_TrendStats_print_1_4%20%283%29.pdf