

# New Power for your Hotel



## The REST Campaign

Energy Efficiency and  
Renewable Energy for Sustainable Tourism  
in your Hotel.





You can improve your hotel's profits by using environmentally friendly energy. What's more: your guests will appreciate your concern for the environment and will want to stay with you again.

# "Welcome to our REST-Hotel"

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This slogan could welcome guests at the reception of your hotel. REST stands for "Renewable Energy and Sustainable Tourism". REST is a unique energy saving campaign running in six European countries for energy conscious hotel managers.

The REST campaign will support leading hotels in their efforts to save energy and use renewable energy.

We want you to analyse your energy consumption and to take an active part in investing in climate protection. The environment will benefit – and so will your hotel. The Hotel Victoria in Freiburg (Germany) showed that turning it into a

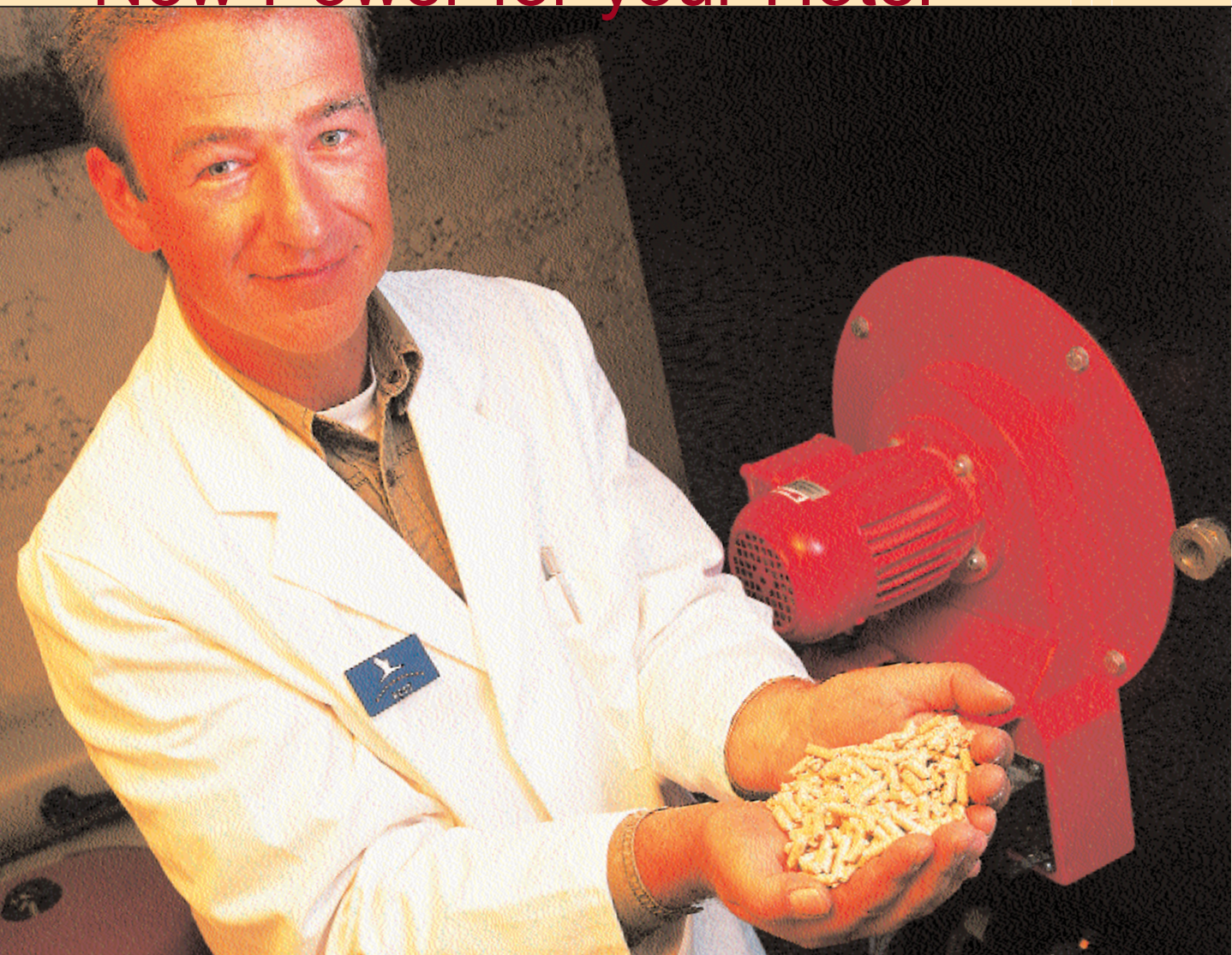
"Zero Emission Hotel" produced a huge reduction in energy costs. At the same time the number of guests has increased, attracted by its green credentials.

With this brochure we invite you to participate in this EU-sponsored campaign. Thirteen energy specialists in six European countries are ready to help you make strategic decisions on energy saving.

What is more, they will support you in marketing your environmentally friendly hotel. Now you can contribute to climate protection – and attract new guests.

We look forward to your participation.

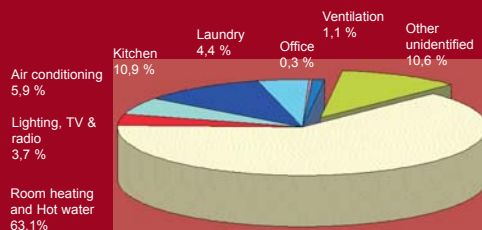
# New Power for your Hotel



A REST Auditor shows how wood pellets can be used as a source of renewable energy.

One glance at your annual gas or electricity bill will tell you: hotels consume much more energy than private households. Energy is used all over your hotel. Lights, mini-bars, TVs, hot water for showers and the kitchen, pumps, cookers and lifts all need substantial amounts of energy. This is bad for the environment – and for your profits.

As a general rule, energy savings of up to 30% can be made in ways that will pay for themselves in no more than a couple of years. Simple changes to the way you run your hotel may cost you nothing, but can be very effective. And using renewable energy will make an extra contribution to protecting our climate and environment.



Costs for electricity are generally much higher than costs for heating, even in central and northern European countries. It always pays to closely analyse and reduce the use of electricity.  
 Source: Institut für Energiewirtschaft und Rationelle Energieanwendung (IER), Universität Stuttgart, 2000

### A Perfect Climate in your Hotel

Hotel rooms are heated, ventilated and air-conditioned. Old heating and circulation pumps are real energy wasters. Modern technology with smart controls and efficient heating can reduce your energy consumption dramatically.

### Take a knife to your Kitchen bills

In many hotels the largest part of the energy bill comes from the kitchen. Energy is not only used for cooking, but also for refrigeration and dishwashing, extractor hoods, steamers, in microwaves and "bain-maries". All these add to your gas or electricity bill. Good housekeeping can often save energy, for instance by making

sure equipment is switched off when not in use.

### A Clever Laundry saves fuel

A hotel laundry can be a major contributor to the energy bills. Washing machines and dryers use energy. If your washing machine is connected to your hot water supply, this may reduce the electricity consumed for heating the water. If that water is heated in your central heating system, the system may become more efficient, especially if the system includes solar heating.

### New lamps beat old...

Conventional light bulbs waste money and energy. Modern energy saving bulbs use 80% less energy for the same light output. The initial investment can

pay for itself in a few months. Motion controls can switch lights off in areas after the guests have left.

### Showering with the Sun

For water heating highly efficient solar heating systems are available which work with your boiler and may make it redundant in sunny weather. And if you have a swimming pool, solar heating is a must!

### Good-bye Standby

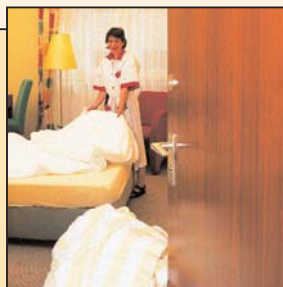
TVs can use a lot of electricity, even when they are on stand-by. Choosing new sets with low standby consumption and timer controls will cut this waste - but staff switching off TVs may **eliminate it completely**.



In large hotels, minibars can account for 10% of the electricity bill. This can be reduced by 30% or more using the latest technology.



Special water taps and showers will save water and energy.



Washing machines that use less water use less energy, too. And many guests feel good about helping you by re-using towels to cut back on unnecessary laundry.

# Where the sun is at home: REST Hotel Victoria



## **Environmental Awards for Hotel Victoria**

Environmentally Friendly Hotels in Baden-Württemberg

Viabono Partner Award for exemplary environmental activities

1999 Öko-Proof-Hotel

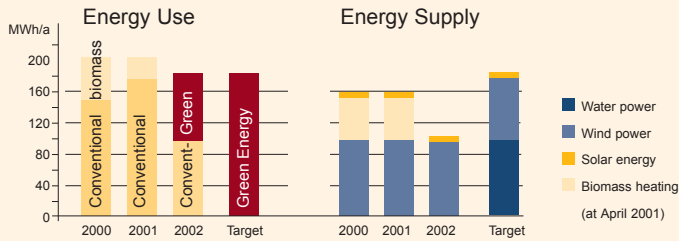
Green Hotelier

Environmental Award 2000: Most environmentally friendly private hotel in the world

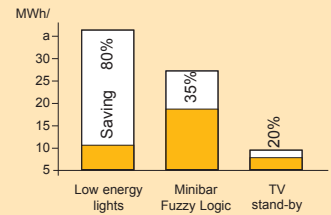
Energy Globe Award 2001 "Top Fifty"

Environmental Award for Businesses 2001

The Hotel Victoria has set itself targets to meet all of its energy needs from renewable sources.



Hotel Victoria has also cut its energy bills through energy efficiency.



The Solar Age has already dawned in the Hotel Victoria. Hotel owners Astrid and Bertram Späth are convinced that we must treat the environment with care to ensure a better life for our children. Green principles are put into practice in the day-to-day running of their hotel.

Step by step they are working at improving their contributions to environmental protection. Their efforts are supported by Energieagentur Regio Freiburg which monitors the savings made in electricity and heating. The hotel uses renewable energy: solar, wind, water power, and wood. These are natural sources of energy, which are abundant in the region. Their efforts are beneficial - and not just for the environment. Since

the Späths started to save energy, Hotel Victoria has been awarded a number of prizes. Their positive image as an environmentally friendly hotel has made them known throughout the world. The number of guests staying at the Victoria has risen significantly.



The Hotel Victoria aims to adapt its energy needs to match the supply of renewable energy to the point where across the year the CO<sub>2</sub> emissions are zero ("Zero Emission Hotel").

Their switch to Green electricity and their share in a regional wind farm – Regio-Windpark Ettenheim – is an important element in the environmental strategy of Hotel Victoria.

- Changing from oil-fired central heating to a modern wood pellet fuelled system. This substitutes an annual consumption of 45,000 litres of fuel oil with approximately 90 tons of locally produced wood pellets.
- Using solar energy in a 7.6 kW-photovoltaic power plant, and 30 square metres of solar heating panels for warm water supply
- Using specially insulated windows
- Saving warm water with special water taps and body shaped bathtubs with reduced water volume.

- Saving electricity with the latest mini bar technology ("fuzzy logic")
- Using energy saving light bulbs, timers, dimmers, and movement sensors
- Reducing stand-by consumption (by getting cleaners to switch off TVs)
- Investing in a wind farm (100,000 kWh per year)
- Purchasing Green electricity from regional supplier
- The use of electricity is controlled by
- Constant monitoring of energy consumption and costs



Do you know how high your energy consumption is compared to other hotels? Your REST energy advisor will carry out a comprehensive energy survey which will tell you where to start, what is cost effective and how to keep investment, cost reduction, environmental effects and improving guest comfort in the right balance.

# Check your energy consumption now!

A REST energy survey will help you identify where energy is used in your hotel.

The energy survey will provide data about your hotel building and all sources of energy used. REST energy advisors use a specially designed computer programme to carry out the survey. Basic data about the hotel, such as number of rooms and beds, heated floor space and type of hotel (with or without restaurant) are analysed alongside your energy bills.

The following information is just some of the data collected:

- Insulation of windows, walls and roof
- Ventilation and air-conditioning systems
- State of central heating system (controls, burner and distribution of heat)
- Consumption of electricity, electricity bills

Following the survey your REST energy advisor will have the basic information about the use of energy and about the potential for saving energy in your hotel. From this he can develop specific suggestions for your energy saving strategy. If you want to use renewable energy your REST energy advisor can tell you what size an installation would need to be.

Your advisor will also be able to tell you about the likely savings you will make. If your central heating system has to be replaced, he will know if there are local suppliers of wood pellets (and space for storing them) or whether the roof can be used for solar heating.

If you have them available, he will look at energy bills and consumption for the past few years and will calculate your hotel's contribution to Global Climatic Change. The effect of any refurbishments, special events or changes to the numbers of guests will be factored in.

The results will be presented in an advice report which will be explained to you in detail. This gives an excellent basis for planning the way forward.

## **REST Energy Advice** Your individual action plan

- Tailor-made energy saving concepts. No standard solutions. You will be presented with a step-by-step strategy that tells you how to proceed.
- The most efficient and cost-effective proposals to reduce energy consumption in your hotel.
- Your investment in the environment will be economically attractive.
- Help in application for grants and subsidies.
- Individual targets: You decide what needs to be done to become a REST Hotel.
- A better image for your hotel.
- International advertising and marketing of your environmental commitment.

# The REST Campaign: Be part of it!

1. Ask your REST energy advisor for an application form (see back cover) and register to join the REST campaign.

2. Your REST energy advisor will contact you to check energy consumption and the saving potential of your hotel. He will provide an Action Plan listing a variety of possible strategies.\*

3. You can use these to set your own savings target and decide which measures to implement.

4. If necessary, your REST energy advisor will support you during implementation, in your press and advertising campaigns.\*

5. The network of REST energy advisors will advertise REST hotels throughout Europe.

\* there may be a charge in some countries for these services

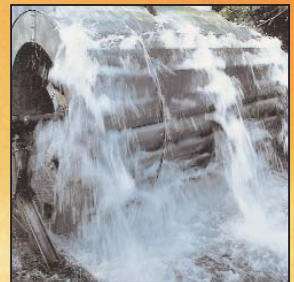


[www.rest-hotels.org](http://www.rest-hotels.org)

The REST campaign was started by regional energy agencies across Europe which have been successfully giving energy advice for several years.

This network of energy agencies holds regular meetings to exchange ideas and best practice on projects in the hotel sector.

## Contact your advisor now!



Twelve energy agencies in six European countries are working for you with the support of the European Union. They will help you to become an environmentally friendly REST hotel.

- Your REST energy advisor will carry out an Energy Survey\* for your hotel at your request. This will reveal where energy is wasted and how it can be saved.
- Your REST energy advisor will provide a specific Action Plan\* for you. This will show you what is required to meet your climate protection target.
- Your REST energy advisor will support you in implementing investments in sustainable energy.
- The European network of REST agencies has set up an international advisory committee to facilitate an exchange of experience between participating hotels and other organisations such as local tourist boards.
- Successful projects will be supported by press and advertising campaigns and a REST Newsletter to help promote REST hotels to the general public.
- As part of the REST project, the internet site [www.rest-hotels.org](http://www.rest-hotels.org) will be developed with links to hotel booking systems for rooms in REST hotels.

\* In some countries there may be a charge for these services.

### Renewable energy for Europe:

You can buy environmentally friendly energy with Green Electricity or by buying a share in a renewable energy project.

Project Management  
Milton Keynes Energy Agency (MKEA)  
The National Energy Centre,  
Ian Byrne, Board Member  
Davy Avenue, Knowlhill,  
Milton Keynes MK8 5NG UK  
T: 01908 665555  
F: 01908 665577  
E: [rest@mkea.org.uk](mailto:rest@mkea.org.uk)  
I: [www.mkea.org.uk](http://www.mkea.org.uk)

Project concept,  
Senior Partner  
Energieagentur Regio Freiburg GmbH  
Dipl.-Ing. Rainer Schüle,  
Geschäftsführer  
Urachstr. 3  
D - 79102 Freiburg  
T: 0761- 79177-10  
F: 0761 - 79177-19  
E: [rest@energieagentur-freiburg.de](mailto:rest@energieagentur-freiburg.de)  
I: [www.energieagentur-freiburg.de](http://www.energieagentur-freiburg.de)

Communication and Distribution of Results  
Energie-Cités  
Peter Schilken  
2, chemin de Palente  
F - 25000 Besancon  
T: ++(0)-381 65 36 80  
F: ++(0)381 50 73 51  
E: [rest@energie-cites.org](mailto:rest@energie-cites.org)  
I: [www.energie-cites.org](http://www.energie-cites.org)

# Your REST Energy Consultants

There are energy agencies able to offer the REST scheme in six European countries.  
Please contact us soon!

## United Kingdom

### Milton Keynes Energy Agency (MKEA)

The National Energy Centre,  
Ian Byrne, Board Member  
Davy Avenue, Knowlhill,  
Milton Keynes , MK5 8NG  
Tel: 01908 665555  
E-mail: [rest@mkea.org.uk](mailto:rest@mkea.org.uk)  
Web: [www.mkea.org.uk](http://www.mkea.org.uk)

### The National Energy Foundation

Gareth Ellis, Manager Renewable  
Energy  
Davy Avenue, Knowlhill  
Milton Keynes MK5 8NG  
Tel: 01908 665555  
E-mail:  
[gareth@greenenergy.org.uk](mailto:gareth@greenenergy.org.uk)  
Web: [www.greenenergy.org.uk](http://www.greenenergy.org.uk)

### Sustainable Energy Agency (SEA)

Chris Dunham, Director  
42 Braganza Street  
London SE17 3RJ  
Tel: 020 7582 9191  
Email: [chrisdunham@sustainable-energy.org.uk](mailto:chrisdunham@sustainable-energy.org.uk)  
Web: [www.sustainable-energy.org.uk](http://www.sustainable-energy.org.uk)

## France

clé, Conseil Local a l'Energie  
Rennes  
Tel: 0299 35 23 50  
E-mail: [roche.o@wanadoo.fr](mailto:roche.o@wanadoo.fr)

## Germany

Berliner Energieagentur GmbH  
Tel: 030-29 33 30-0  
E-mail: [schnoerr@berliner-e-agentur.de](mailto:schnoerr@berliner-e-agentur.de)

Energierferat der Stadt, Frankfurt  
Tel: 069-212 0  
E-mail: [paul.fay@stadt-frankfurt.de](mailto:paul.fay@stadt-frankfurt.de)

Energieagentur Regio Freiburg  
Tel: 0761- 79177-10  
E-mail:  
[rest@energieagentur-freiburg.de](mailto:rest@energieagentur-freiburg.de)

KliBa, Klimaschutz- und Energie-  
beratungsagentur, Heidelberg  
Tel: 06221-603808  
E-mail:  
[k.kessler@kliba.heidelberg.de](mailto:k.kessler@kliba.heidelberg.de)

## Italy

Agenzia Fiorentina per l'Energia  
Firenze  
Tel: 055-2760813  
E-mail:  
[energia@provincia.firenze.it](mailto:energia@provincia.firenze.it)

## Portugal

AGROBIO - Associação  
Portuguesa de Agricultura  
Biológica, Lisboa  
Tel: 213 641 354  
E-mail: [agrobio@agrobio.pt](mailto:agrobio@agrobio.pt)

## Spain

ECOSERVEIS, Barcelona  
Tel: 3 319 3586  
E-mail: [ecoserv@eic.ictnet.es](mailto:ecoserv@eic.ictnet.es)

SOLARIS, Sevilla

Tel: 954 977 182  
E-mail: [jujimen@iies.es](mailto:jujimen@iies.es)

# [www.rest-hotels.org](http://www.rest-hotels.org)

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by the EU ALTENER Programme.

