



Sustainable Tourisme in the Mediterranean

The Benefits of the European Ecolabel



European Ecolabel benefits

■ Make concrete & enhance your environmental approach :

- Structure your environmental strategy
- Certify to your customers your environmental commitment
- In France 79% of Ecolabelled hotels used the Label to structure and make concrete their environmental commitment

■ Lower impact on the environment, reduce your overall bills :

13% of French Ecolabelled hotels decreased their overall consumption , and as a consequence their expenses:

- energy (up to 30%),
- water (20-30%),
- waste (highly variable)



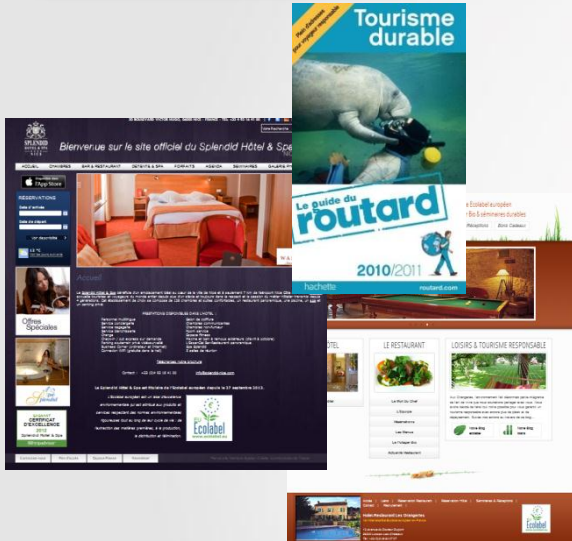
European Ecolabel benefits

■ Improve your business image & Be more visible :

- Add value to your environmental policy & communicate on the Ecolabel to the tourism actors
- Benefit from the support of the public body and local communities
- **Improve the natural referencing of your business** (article, participation to promotional event/ fairs, award ceremony, referenced on specialized media such as eco-tourism guide: lonely planet, Guide du Routard...)

■ Be more competitive, differentiate your business from the competition :

- Target new customers, new markets (business travellers, Scandinavians, Americans, British, Australians, Germans, Suisse...)
- 30% of ecolabelled accommodations in France notice an important increase on the occupancy rate





European Ecolabel benefits



■ Increase customers satisfaction and loyalty :

- 22 % of Eco-certified accommodations notice an increase of the customers' loyalty.
- Make your customer aware that, in choosing your accommodation, is contributing to the protection of the environment

■ Another kind of quality service: an Ecolabel, a must have!

- Improve your quality of service in proposing an extra service (risk reduction on health and environment, local & organic products, non-usage of chemicals, protection of natural resources & biodiversity...).
- Take this opportunity to innovate & rethink your quality of service: 30% of ecolabelled hotels innovate thanks to the label that brings new ideas to improve the service.



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European Ecolabel benefits

- **A company project that brings together many actors:**
 - Motivate your staff with a team building project
 - Get involve customers, suppliers, local community & institutions
- **Improve your management & process:**
 - Integrate European management standards and have a better control on your business.
- **Invest for the future, be proactive:**
 - For family hotel: legacy/heritage to the next generation
 - Anticipate future regulation, environmental resources scarcity, and increase of environmental resources cost