

The European Ecolabel adds value and quality

The European Ecolabel for tourist accommodation services and camp site services

The European Ecolabel for tourist accommodation services was created to reward accommodation services and tourists who respect the environment. It signals good environmental performance and gives an assurance of added quality for consumers choosing a resort. Enterprises bearing the Flower logo have officially been distinguished as being amongst the most environmentally friendly in their area.

What is the target group?

Whether you run a Mediterranean hotel chain, a palatial city hotel, a mountain hut, a B&B, a farm house or a camp site—you can apply for the European Ecolabel.

Official definition tourist accommodation services

The "tourist accommodation service" shall comprise the provision (for a fee) of sheltered overnight accommodation in appropriately equipped rooms, including at least a bed, offered as a main service to tourists, travellers and lodgers. The provision of overnight accommodation may include the provision of food services, fitness activities and/or green areas.

Official definition camp site services

The EU Ecolabel applies to campsite services which provide pitches equipped for mobile lodging structures within a defined area. There they may also offer other accommodation facilities suitable for the provision of shelter to lodgers and collective areas for communal service. Services provided within that defined area may also include the provision of meals and leisure activities by the camp site management or ownership.

Good for the environment and health

Ecolabelled enterprises care for the environment and health:

- low interior air emissions (caused by paints and cleaning chemicals)
- a cleaner local environment (low use of pesticides, regulated use of disinfectants etc.)
- wholefood from regional organic farming

What do guests want?

Most guests want accommodation with positive effects on their health and many of them like their accommodation to be in harmony with nature.

The German survey "Holiday Travel and Environment", 2005, showed that between two thirds and one third of tourists expect environmental engagement by travel agencies, tour operators, holiday resorts and accommodation. 51 % of tourists opt for environmentally friendly resorts and accommodation, while 84 % prefer an unspoilt environment at their destination.



Water saving taps and showers



Staff training



It pays to give the environment a chance

The European Ecolabel offers a lot of advantages:

1. Demonstrate your high quality and environmental performance.

The European Ecolabel is the best way to tell your guests about your achievements regarding environmental measures and quality improvements. The European Ecolabel is an official label with a high reputation based on strong and reliable criteria. The European Ecolabel is a guarantee of high environmental performance.

2. Eco-efficiency for cost advantages.

Many of the environmental measures offer added value to balance out the time and effort they require at the outset. They can help you to identify areas where you can run your business more efficiently and benefit the environment at

the same time. Reducing the consumption of natural resources like energy and water helps reduce your costs.

3. Sense of well-being.

Environmental commitment stands for healthy lodgings, healthy nutrition and a healthy environment for the guests and the employees. Environmentally friendly tourist accommodation uses natural building materials, has non-smoking areas and avoids the use of hazardous chemicals. Linen is washed with more environmentally friendly detergents.

4. What your guests expect.

Your commitment meets the expectations of your guests. They will recognise your high environmental performance as an assurance of quality. The European Ecolabel helps to put this message across. It is an advertising plus. It improves the holiday experi-

ence of your guests and improves your communications.

5. Strengthen your marketing tools.

As an ecolabelled accommodation service you have privileged access to a number of marketing tools:

- The use of the official logo in your advertising brochures and leaflets.
- Marketing guide: successful marketing requires professional work - the guide contains practical advice, hints and tips and checklists.
- Furthermore the efforts of the marketing team focus on media events, tourist events, advertising and PR-measures etc. This will also help you to improve your image.

The use of the EU Ecolabel distinguishes your enterprise on the market at European level, as it is officially recognised throughout Europe.



Renewable energy



Regional products



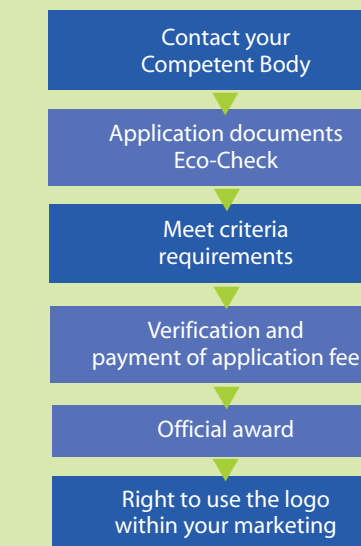
How to get the EU Ecolabel

The application process.

First of all get in contact with your Competent Body, which is the national organisation responsible for the application for the EU Ecolabel across Europe. The Competent Body gives information on the application procedure, distributes the application pack and is responsible for the verification of compliance prior to the awarding of the Ecolabel. The application pack comprises a verification form and a user manual, designed to accompany the applicant through the process of application. Applicants must provide a detailed dossier showing how the technical criteria have been met. The verification documents are self-declarations, declarations from third parties and other relevant documents from qualified professionals. The Competent Body may make further checks on data submitted and an on-site inspection. If the application is in conformity with the requirements and the applicat-

ion fee is paid the applicant will be awarded the Ecolabel with the right to use the logo inside his accommodation and in advertisements. For further information or for getting in contact with your Competent Body visit the Websites of the EU Ecolabel:

www.ecolabel-tourism.eu
www.ec.europa.eu/ecolabel



Information to guests



Soft chemicals



Criteria

The criteria are divided into two main sections, the mandatory and optional criteria. All the criteria in the mandatory section must be fulfilled, if applicable. If it is not possible to fulfil a mandatory criterion, the applicant shall explain why this is the case. The optional criteria need to be fulfilled according to the requirements set out in the points system.

Fee

An application fee is payable when an application is made. The basic fee ranges from € 200 to € 1,300. Reductions of 75% apply to micro enterprises (with up to 10 employees) and mountain huts, while reductions of 25 % apply to small and medium sized enterprises. The annual fee is based on sales. It shall amount to 0,15% of half the annual volume of sales. The annual volume of sales is calculated as the delivery price multiplied by the number of overnight stays. The above-mentioned reduction of 50% on the annual volume of sales applies to all companies. The minimum annual fee is € 100.