



Environmental Sustainability in the Hotel Sector

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Tourism Trends in the EU and Israel

- In 2017, just over 40 % of the world's tourist arrivals were in the EU.
- In 2017, the two most popular tourist regions in the EU were both in Spain — Canarias (104 million nights spent in tourist accommodation) and Cataluña (83 million nights).



Tourism Trends in the EU and Israel

Which regions in the EU welcome the highest number of tourists?

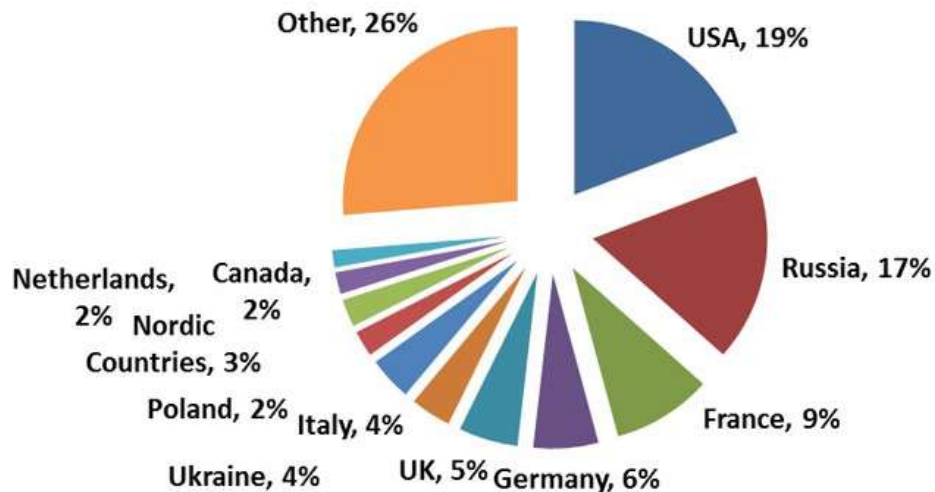
(in million nights spent, 2017 data)



Tourism Trends in the EU and Israel

- 3.3 million visitors to Israel in 2014
- Tourism's contribution to the Israeli economy: about NIS 41 billion

Tourism by Country of Origin



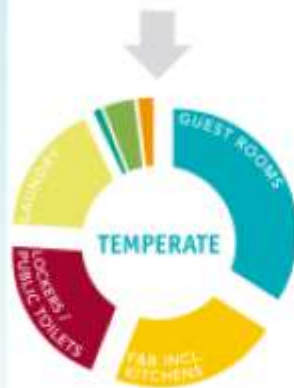
Source: Ministry of Tourism Statistics Department



Overall Water Risk around the Mediterranean



Area	Temperate		Mediterranean		Tropical	
	m ³	%	m ³	%	m ³	%
Guest Rooms	18,088	34	17,075	33.3	121,312	34
F&B incl. Kitchens	11,704	22	8,614	16.8	48,168	13.5
Lockers/public toilets	10,640	20	8,255	16.1	17,840	5
Laundry	9,044	17	2,410	4.7	39,248	11
HVAC	532	1	1,231	2.4	57,088	16
Steam generation	2,128	4	205	0.4		
Pool	1,064	2			17,840	5
Gardens			2,154	4.2	3,568	1
Snack Bar			1,743	3.4		
Water supply treatment					24,976	7
Public areas					14,272	4
Boilers					3,568	1
Cold rooms					1,784	0.5
Others/not metered			9,589	18.7	7,136	2



DATA FROM: Fully sub-metered 300-room hotel in Germany with total annual water consumption of 53,200m³ (620 litres per guest)



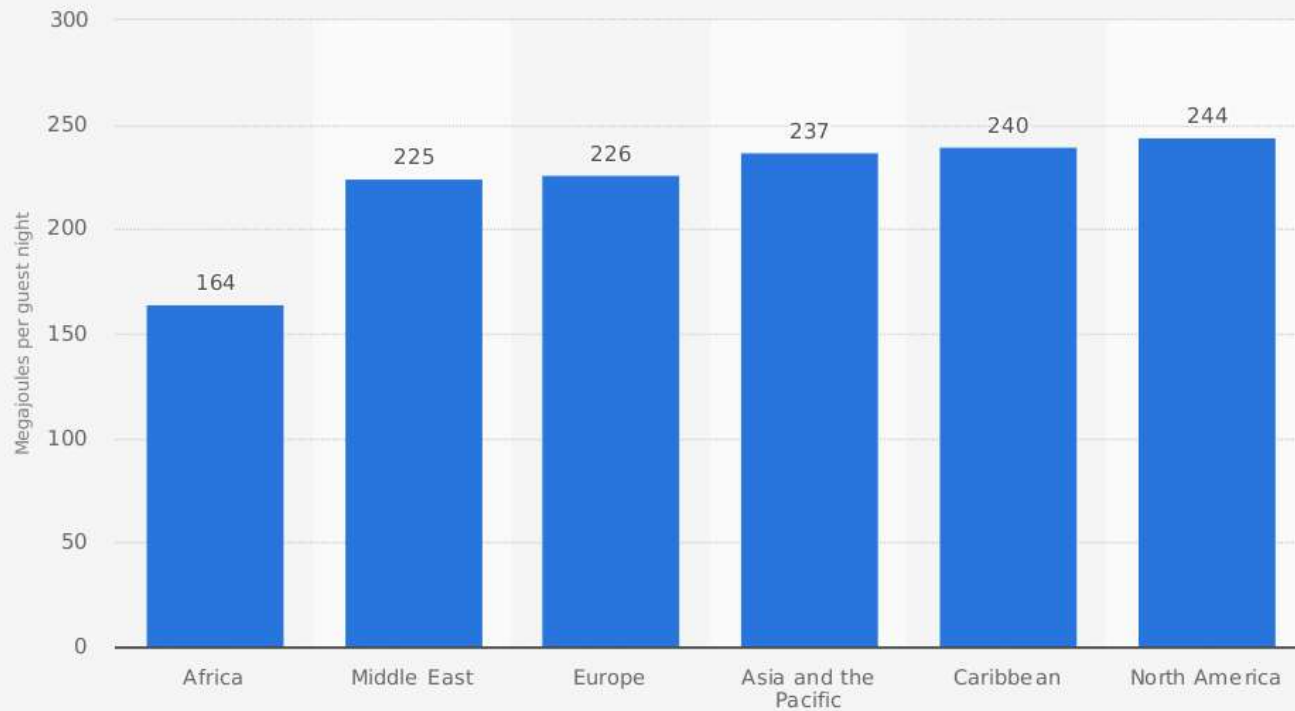
DATA FROM: Fully sub-metered 270-room hotel in Lisbon, Portugal with total annual water consumption of 51,276m³ (819 litres per guest)



DATA FROM: Luxury fully-serviced hotel in Jakarta, Indonesia with 800 rooms, 100 apartments, 25-acre gardens, sports centre and olympic-sized pool. Total annual water consumption 356,800m³ (820 litres per guest)



Average hotel energy consumption per guest night by region in 2007 (in megajoules)



Sources

Booz & Company; UNWTO
© Statista 2018

Additional Information:

Worldwide; Booz & Company; UNWTO, 2007



Water, Energy, Wastewater Efficiencies in Hotels

- Water and energy are becoming more expensive
 - Energy is the second largest spending category for a hotel after employment, representing 3% to 6% of hotel operating costs and accounting for approximately 60% of its CO2 emissions, according to Energy Solutions.
- Increased governmental regulations and enforcement
- Guests are becoming more environmentally aware
- Branding & marketing – “Green Tourism”
- Global water scarcity and climate change





MANY THANKS!

