

ALDEMAR HOTELS WINS EUROPE'S LEADING GREEN HOTEL CHAIN FOR 2ND YEAR

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Aldemar Hotels & Spa, one of Greece's leading hotel chains have cemented their position as Europe's leading green hotel group by picking up an award at the World Travel Awards earlier this month for the 2nd time.

Establishing the chain at the forefront of sustainability and green tourism in Europe the 'Europe's Leading Green Hotel Chain' award was first presented to the group in 2008. Since then Aldemar Hotels (<http://www.aldemarhotels.com>) have continued to be pioneers of the environment and strive hard to ensure that its corporate social responsibility programme is at the heart of its business philosophy at all levels and including all members of staff from chamber maid to general manager.

The group has also retained 'blue flags' for all of its beaches at its eight hotels in Crete (4), Rhodes (2) and West Peloponnese (2) for the 13th consecutive year and as has helped to put Greece on the map for 'green tourism' by the development of the 'Mare Verde' environmental programme and investing in Corporate Social Responsibility with three fundamental elements: People, Environment and Society.

The Aldemar Group has invested around €2,700,000 by installing state of the art energy saving systems in all of its hotels and creating one of Europe's largest solar farms at 7,010 square metres, which meets 85% of the group's need for hot water. The energy saving systems the group has installed include regulating water consumption from taps; biological cleaning systems that give annual water savings of 35%; and wastewater treatment systems that store and biologically clean water which is then used to water the hotel's gardens.

Other energy savings include fitting central electrical switches and energy saving light bulbs in all rooms, plus installing water-cooled air conditioning units that generate an annual 40% saving of electrical energy. Overall the group benefits from an average of 2,500,000 Kwh of energy recovery per year.

Aldemar Group initiated the 'Mare Verde' programme in 2000, this name, 'Green Sea', defines the goal – the protection of the environment. It constitutes one of the most dynamic programs that a hotel chain can embrace and that is recognised by international and local organisations. The programme involves everything from solar energy and recycling, to land irrigation and growing organic produce to serve at its hotels.

Today, 12 years on, the programme is considered one of the most successful 'green programmes' in Greece and involves all employees at every level in an effort to advise guests, local communities, media and other stakeholders about how to contribute to the environment and society.

Back in 2000 Aldemar Hotels also created a farm for the pilot production of organic products on the grounds of the hotel Olympian Village in the West Peloponnese. Today, after expanding the organic crops to include vines producing wine-making grapes, the group meets on average 31% of the summer needs in

vegetables and fruit. In 2011 the garden produce and vines were certified by the Institute for Product Inspection BioHellas.

Aldemar's CSR programme supports non- governmental organisations such as WWF Hellas, arktouros, Archelon, Clean up Greece, the Hellenic Society for the Protection of Nature and Clean up the Med, plus is involved in many other community projects that benefit employees and customers alike.

For more information contact Aldemar Hotels & Spa UK press office on 01780 481689 or 07789533791 or email marlen@fcdcom.co.uk

Editor's notes:

Aldemar's Mare Verde in numbers:

- 85% of domestic hot water is covered by the production and use of solar energy
- 7.010 sqm solar panels for power saving – one of the largest solar fields in Europe
- 2.700.000 Euro total investment costs in new technologies
- Biological cleaning system at each hotel
- 35% annual water savings by using biological treatment
- 3.200 kwt energy saved by the use of the technology is equivalent to burning 300 tons of oil
- 40% annual savings in electricity, using water cooled air conditioning systems
- 31% of summer demand for vegetables and fruits covered by the farm organic products of Aldemar
- Recycled in all units: 18.600 kg of paper, glass 136,500 kg, 193 printer ink, 8.396 kg of cooking oil, 529 kg of batteries, 4,000 lamps and 943 pieces of equipment PCs

The World Travel Awards (<http://www.worldtravelawards.com>), celebrating its 19th birthday this year, is encouraging more companies and organisations to adopt sustainable policies, ensuring a low impact on the environment and local culture, while at the same time, helping generate prosperity, employment, and the conservation of local ecosystems.