



## HOTREC further engages in energy efficiency and brings together major stakeholders to boost performance

HOTREC unveils its new [brochure which provides guidance and best-practices to improve energy efficiency](#) in the hospitality sector. To boost the industry's performance, HOTREC has brought together 8 leading European and international organisations to reduce its environmental footprint and therefore contribute to fulfil the International Paris Climate agreement's objectives.

The [World Tourism Organisation](#) (UNWTO), the [European Travel Commission](#) (ETC), the [European Alliance of Companies for Energy Efficiency in Buildings](#) (EuroACE), the [European Alliance to Save Energy](#) (EU-ASE), [EuroCommerce](#), the [European Tourism Association](#), [METRO AG](#), [NECSTouR](#) and [SMEunited](#) signed together with HOTREC a [charter](#) to share information, exchange best-practices, promote energy efficient solutions and facilitate the establishments of partnerships which will help to improve energy efficiency and reduce greenhouse gas emissions in hospitality and tourism businesses.

*"With this initiative, the industry takes its commitment to sustainable tourism further. Tips and technical solutions are provided to 1,9 million hospitality businesses across Europe to improve energy efficiency, reduce their carbon footprint and cut costs"* commented Ms Susanne Kraus-Winkler, President of HOTREC.

*"The transition to sustainable energy is a challenge for many small and micro-enterprises. By bringing together UNWTO, ETC, SMEunited, EUROCOMMERCE, the European Tourism Association, NECSTouR, EuroAce, the Alliance To Save Energy and METRO AG, we show that a multi-stakeholder approach is part of the answer to fight climate change"* added Christian de Barrin, CEO of HOTREC.

Although the hospitality sector is responsible for only about 1% of the greenhouse gas emissions worldwide, it needs to cut its emission levels given the strong growth in tourism expected for the years to come. Improved energy efficiency should also result in lower operating costs. This brochure and Charter are further steps to engage the EU tourism sector on the path of a competitive low carbon economy, as pledged by HOTREC which recently became an official partner of the United Nations [One Planet Sustainable Tourism Programme](#).

### What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. The sector counts in total around 1.9 million businesses, being 99,5% small and medium sized enterprises (90% are micro enterprises, i.e. employing less than 10 people). These businesses make up some 60% of value added. The industry provides some 11.5 million jobs in the EU alone. Together with the other tourism industries, the sector is the 3rd largest industry in Europe. HOTREC brings together 44 national associations representing the interest of this industry in 30 different European countries.

For further information: [www.hotrec.eu](http://www.hotrec.eu)

PRESS CONTACT: Guillaume Brouillet, +32 (0)2 513 63 23, [Guillaume.Brouillet@hotrec.eu](mailto:Guillaume.Brouillet@hotrec.eu)