



BEST WESTERN Ducs de Bourgogne

Ecolabel Communication Award 2011

2011



Winner of the EU Ecolabel Communication Award 2011

The Hotel des Ducs de Bourgogne is a 4-star hotel located a few steps from the Louvre in central Paris. A part of the large Best Western Hotel Group, the hotel is also noted in the "Book Inn France" listings. The hotel was awarded the EU Ecolabel in 2010 and has since worked toward proving that luxury high-end service is compatible with rigorous ecological demands.

"The Ecolabel not only helps hoteliers to differentiate themselves in a competitive hotel market, but it also gives meaning to the hotel industry and the hotel staff's day-to-day tasks...The Ecolabel has had a very positive influence on us."

- Nellie Jeannin, Web Communications Manager



www.bookinnfrance.com

Campaign goals

Hôtel des Ducs de Bourgogne aimed to increase ecological awareness of staff and clientele while encouraging them to adopt better ecological practices. Their campaign also sought to demonstrate how simple it can be to behave in an ecologically responsible way everyday. Hôtel des Ducs de Bourgogne also aims to become a pioneer for its peer group of Best Western hotels by carrying the EU Ecolabel and becoming eco-friendly in the centre of bustling Paris!

Outcomes and results

The hotel has cut energy costs by training staff to take more ecologically sustainable measures and has also managed to raise awareness about sustainable travel amongst clientele. As a result of the Hôtel des Ducs de Bourgogne's efforts and success, two new hotels have begun the EU Ecolabel certification process. The management for this chain, which includes 23 hotels in total, is determined to ensure compliance with EU Ecolabel standards for all further hotel construction projects.

Target audience

Clients, employees, hospitality press and industry, other Best Western hotels.



Tools used

- **Clear and central prominence of the logo on website**
- **Brochures** outlining the benefits of the EU Ecolabel and how it relates to Hôtel Ducs de Bourgogne.
- **Events** including a Week of Sustainable Development as well as games that involved EU Ecolabel product giveaways.
- **Web TV interview** with the hotel's Director and Book Inn France's Communication Officer for the web television station, "le Journal de l'Ecotourisme."
- **Editorials and clippings** about the EU Ecolabel and sustainable hotel practices in ecotourism **blogs**, publications; and active **Facebook and Twitter pages**.
- **Internal newsletters** to inform and educate staff on how to achieve sustainable hotel practices.

