



Press Pack 2011

« Make ecology rhyme with pleasure »

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Who are we?

BioLodging is a network of green boutique hotels respecting our natural and social environments and contributing to the well-being of its guests. BioLodging is not a label but a community of players sharing the same definition of *green boutique hotel* management, *values* and *good practices*.

Today, the network already unites over *40 eco-friendly hotels* in France, Morocco and Tunisia, which can be booked online through the www.biolodging-hotels.com website.



Recently, the BioLodging concept has been extended to *eco-friendly B&Bs*. This new offer is aimed to be developed in the next months as the number of *green guesthouses* is increasingly growing.

Today, *6 green B&Bs* are represented by BioLodging. As for our *green boutique hotels*, these "*chambres d'hôtes*" have been selected for their *commitment* and the exemplary nature of their *environmental approach*.

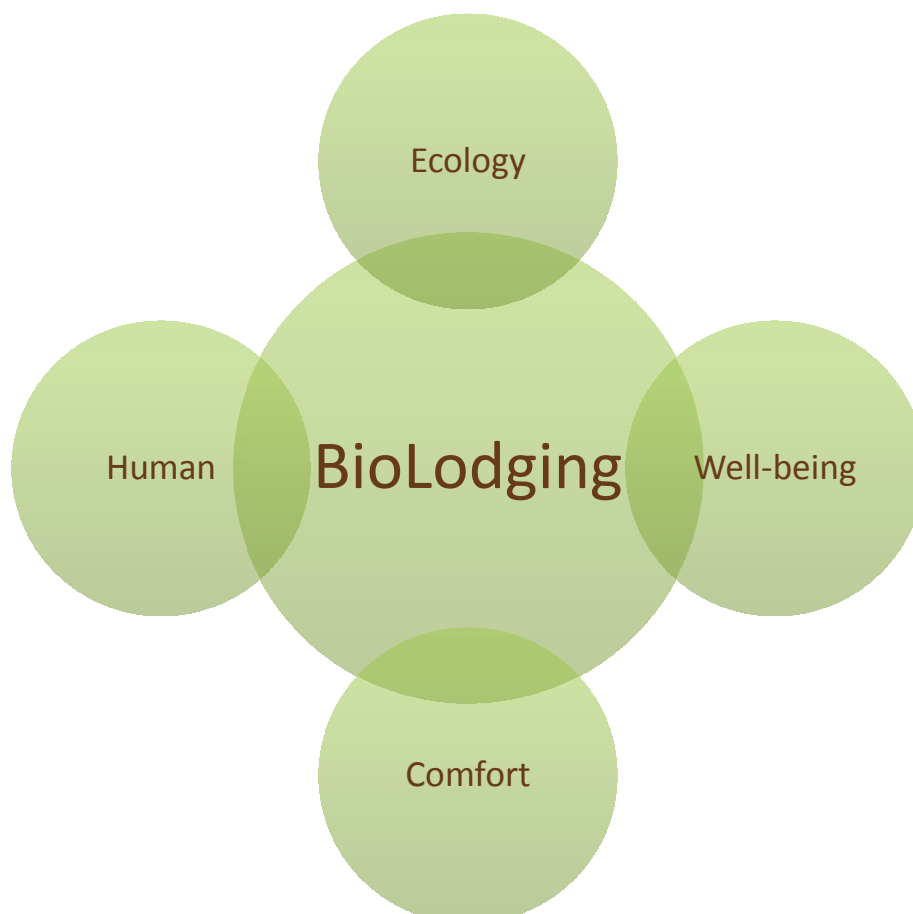


Our values

Charm, eco-responsability and respect

BioLodging hoteliers adhere to our values in the interest of our guests' well-being, each adapting their offers according to the surrounding site and the population.

- 🌱 **Ecology** or how can the impact of the hotel industry on the environment be minimized? Favouring traditional, contemporary or wooden architecture in harmony with the environment. Promoting activities respecting the environment.
- 🌱 **Well-being** or encouraging a healthy, local, and even organic diet, as well as offering natural cosmetics. Ensuring quiet surroundings and good quality air.
- 🌱 **Human-sized**: the social dimension is the key to sustainable development. Motivating the hotel staff in terms of sustainable initiatives. Making visitors aware of environment-friendly gestures and good practices.
- 🌱 A **quality** service, warm welcome, and true comfort in 2 to 4* boutique hotels in which an ecological stay is no more expensive.





Eco-friendly boutique hotels

BioLodging unites dynamic hoteliers whose resolve to take action for the protection of the Earth and the well-being of their guests is already visible.

- Whether of traditional style or design, or made of wood, what the BioLodging *green boutique hotels* have in common is that they offer sites where *saving energy and water, recycling waste* and *responsible buying* is an integral part of daily routine.

More than 70% of the BioLodging hotels, moreover, have chosen to seek approval for this *eco-responsible* approach through the obtaining of labels such as the *European EcoLabel, Green Globe* or *Clef Verte (green key)*.



However, for all that, taking action to protect the Earth does not mean that you have to abandon comfort. BioLodging hotels are designed to be comfortable, welcoming and friendly.

With a constantly *green approach*, each hotel offers its own *identity*:

- From the distinctive family home style, with open fire place, overlooking a garden, in which the rooms are decorated as luxurious and *comfortable* guest rooms, and in which you can enjoy the delights of an *organic* spa in the countryside
- To the unconventional chic wooden chalet style, decorated in leather, stone and ceramics in the city centre, in which are married *ethical* crafts and *contemporary* lines
- Not to mention the sailor's barge, graced with 3 decks and designed as a *friendly, modern* and *comfortable* place to stay in the South of France

To make every stay an unforgettable one, the BioLodging *green boutique hotels* offer entertaining *activities* outside the hotel respectful of the environment: cooking courses, tree climbing, organic wellness centre, walks, cycling or nearby electric bike hire posts, SegWay tours, parks, etc., a whole range of leisure activities *stimulating your senses* and *relaxing your mind*.

BioLodging offers a real variety of styles and mindsets for the pleasure of its guests...



The well-being of our guests: our motivation

BioLodging *green hotels* encourage a *healthy, local* and even *organic* diet. In this way, most of the food products, and also the wines served as well as in your room's minibar, can be labelled "Organic farming", and others sourced from fair trade.

Some of our *green boutique hotels* also take part in "Zero Carbon Objective" weeks, such as BioLodging's green hotels in the Bay of Somme. For these, in addition to their menu, they offer "*low-carbon*" dishes or a "*locavore*" menu, using exclusively *local products*.

The BioLodging *green boutique hotels* also frequently offer *natural cosmetics*, made using 100% *natural* or *organic* products.

Finally, of course, each *green boutique hotel*, whether in the country or urban, takes maintaining quiet and good air quality to heart.

It is a general approach, in which *well-being* is central to the *ecologically responsible actions* of each BioLodging hotel.





A human approach: the key to success

Because the *social dimension* is central to *sustainable accommodation*, we are particularly attentive to actions implemented by *BioLodging* hoteliers associating their staff with *sustainable initiatives* and making visitors aware of *environment-friendly actions* and *good practices*.

Our hotels undertake to train their staff in *sustainable development*, to make each player an integral part of the *green hotel* approach. Some *green hotels* have even convinced their staff to come to work on foot, bike or by train, where possible.

Others have hung posters in the rooms or in the hotel to encourage their guests to take *sustainable development* on board in their daily actions. Some also offer “car-pool taxis” to their guests, or hire out bikes or electric cars.



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Our selection criteria

To become part of the **BioLodging** green hotel network a hotel must first be pre-selected by **BioLodging** for its *ecological sphere of actions*, but it must also satisfy the admission criteria in relation to our values within the daily workings of hotel.

Thirty points are examined, the fruit of several field studies on our customer's expectations, in order benefit from the **BioLodging green boutique hotel community**.

In the light of the actions and commitments of each hotel, an *ecological diagnosis* is made and communicated on our Internet site, helping our guests to choose with full knowledge of the facts.





An educational approach

BioLodging aims to:

- 🌱 Make it easier for the general public to have knowledge of the *green offer*, which is currently not easy to identify. BioLodging promotes the commitments of *green hotels*, as well as their sphere of actions
- 🌱 Create coherence between the *initiatives* of *green boutique hotels* and the needs of *eco-responsible travelers*
- 🌱 Convince consumers and players keen on experiencing a quality *green boutique hotel*
- 🌱 Unite the members of the *green hotel* industry around the same *values* to enable them to exchange more of their good practices, true source of *development, inspiration* and *emulation*

The BioLodging network is also aimed at members of the hotel industry who wish to increase their occupancy rate by taking advantage of the *modern technology* and *know-how* of an explicit trade name centralized on communication methods.



Booking a green boutique hotel in 4 clicks



On the www.biolodging-hotels.com website you can book your overnight stays in *green boutique hotels* directly, 24 hours and 365 days/year.

It is *simple*, *intuitive* and *fast*. The website uses the ReserViT booking system. This technology respects the particularities of each hotel and makes it possible to access hotel room availability for immediate booking. There is no need to phone the hotel or to wait for an answer by email, the booking is confirmed online.

The online booking is guaranteed by credit card using a SSL (Socket Secure Layer) secure system; one of the most reliable. Payment is made on site during your stay.



Environmentally responsible seminars

BioLodging offers a selection of hotels capable of welcoming your staff in a different way.

Our actions concern the whole of your stay:

- 🌱 Recommendation of *committed partners*
- 🌱 Logistics, products and supplies
- 🌱 *Accommodation* and *food* (organic catering, organic breakfasts, "fair-trade breaks")
- 🌱 "*Green*" *recreational* and *educational activities* directed towards *sustainable development*
 - Canoeing, cycling, orienteering, high ropes course, bird-spotting walks, exploring Paris on foot or by Vélib', high wire adventure course, meetings with local producers, etc.
 - Gastronomy: collecting wild produce, cookery classes using natural products, learning about wine, etc.
- 🌱 Bringing *environment-friendly actions* (energy, waste, water, responsible buying, etc.) to the attention of the public
 - "*Sustainable Development Challenge*", educational visits to sorting centers
 - ESR (environment and social responsibility) contributions / work groups
- 🌱 Assessment/ *carbon offsetting*





A personal story

BioLodging is an organization independent of any financial or hotel group.

Its creation is the fruit of William Rousseau's passion, a young man in his forties, father of 3 kids, from a family involved in *organic farming* and therefore particularly aware of the *environment*.

Formerly Global Hotel Sales Development Director at Carlson Wagonlit Travel, he made the observation that consumers' needs were not satisfied and the offer was not structured.

On the basis of this double observation, William Rousseau united his two passions giving rise to BioLodging.

Contact



293, Boulevard Saint-Denis

92 400 Courbevoie

France

Téléphone : 01 55 02 34 41

Courriel : presse@biolodging-hotels.com

www.biolodging-hotels.com

<http://blog.biolodging-hotels.com>

<http://www.facebook.com/biolodging>

<http://twitter.com/BioLodging>