



# Sustainability Report For Castelli Hotel

Castelli Hotel  
Zakynthos  
Maria Lougari

May 2023 to September 2024



# What We'll Present Today

- **Presentation of Castelli Hotel in brief**
- **Sustainability at Castelli:**
  - Benefits
  - International recognitions and awards.
  - Favorite **practices**
  - What Makes the Castelli Experience **unique?**
- **Sustainable Tourism**
  - Myths and challenge
  - Positive developments





# Castelli Hotel at a glance

1/2

Adults Only, set on its own farm, family-owned boutique hotel .

Pioneer in sustainability practices, proudly, perhaps the most awarded hotel of Zakynthos island.



# Castelli Hotel at a glance

2/2

The great Food Experience.

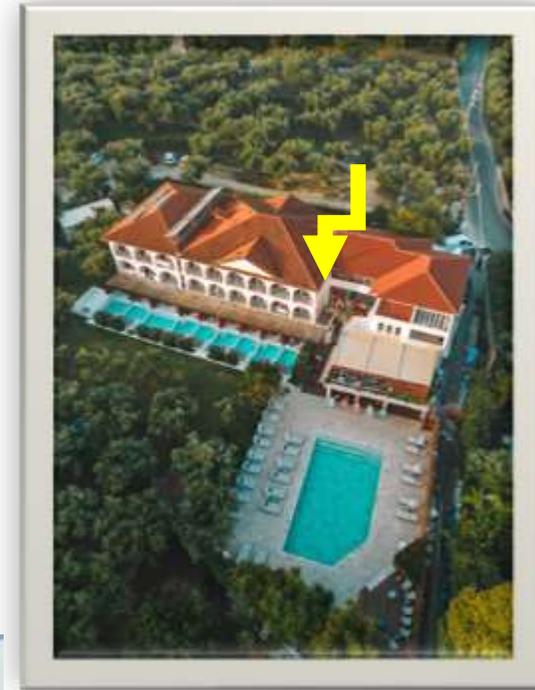
The varied activities offered at our relaxed green olive grove garden create a unique Local experience with “sense of place”.

Our “home -from -home feeling” combined with our professional service, bridged with our sustainable practices. This is our **challenge** ;-)



# Sustainability from the Start

Our building was constructed in a U-shape to **preserve** Zakynthos' oldest eucalyptus tree on the island of Zakynthos, over 200y old.

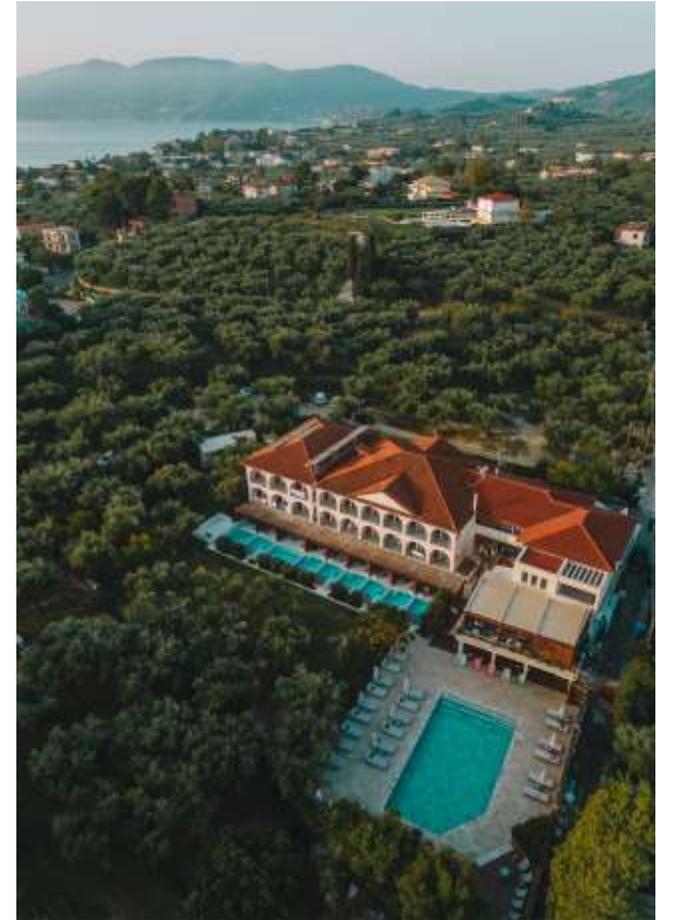


The Love Story of the Hotel's owners started at the Eucalyptus Tree, which is now Castelli's **Love Tree**.

*Sustainability is a part of the Castelli Philosophy, **it's not a trend.***

# What Sustainable Tourism Means to Us.

- **Respecting** the local community, our cultural heritage, the traditions, and the natural environment.
- Respecting for the future and our people.
- We are deeply **connected with our tourism destination:** the same hotel in a different destination, or in the same destination, with a different environment, would “be” a completely different product.
- Flexibility, Adaptability, **Responsibility.**
- Environmental **Management and Education.**





# Our Philosophy

We believe hotels have a unique advantage in their hands: their guests' leisure time.

This gives us the opportunity ( or **obligation**) to offer our guests learning experiences during their vacation, so as to assist the local community, and protect the natural environment.

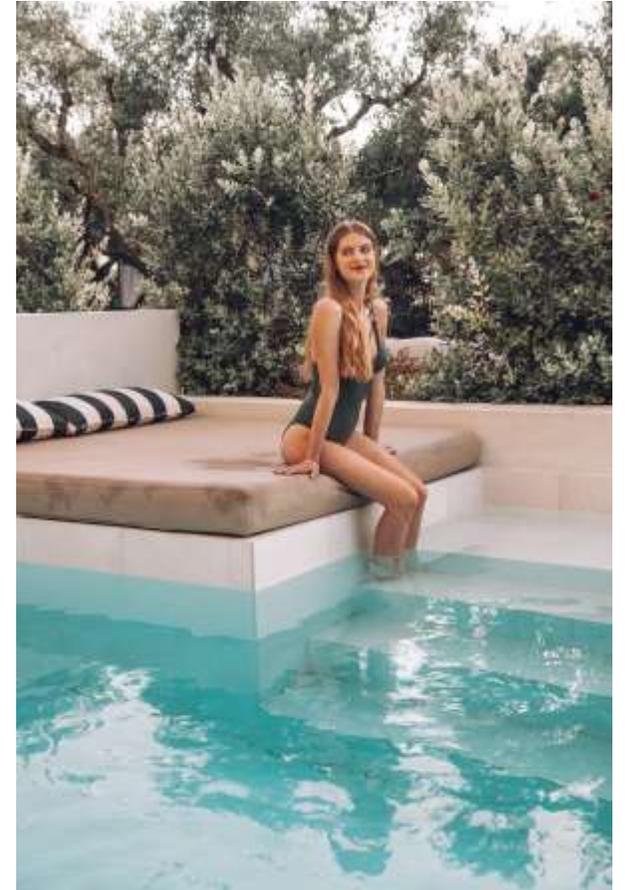
The goal is to create the “**sparkle**” of sustainability, in those travelers who have still not adopted a “greener” lifestyle.

We examine every aspect, every action of the hotel, to reduce its **footprint** and increase its **positive impact** on the **well-being** of guests, employees, and the **local** community



# Benefits of Sustainable Tourism

- Significant international **recognitions**
- **Recognition** from important organizations (WWF Hellas, WWF Germany, WWF Med, Travelife)
- **Economic benefits**
  - ✓ Enhanced brand → Unique USP -----→  
Non-elastic pricing policy
  - ✓ The traveler with the highest purchasing power already lives a sustainable lifestyle.
  - ✓ Savings from our green investments.



# Benefits of Sustainable Tourism

- ✓ Very, very, very happy guests.
- ✓ Satisfied employees, proud family and local community.
- ✓ We create positive publicity for the destination of Zakynthos and Greece.
- ✓ Profits for the local community and our partners.





# Significant International Distinctions



# International Recognitions and Awards



## **TUI Sustainability Award 2018**

**Overall Winner** in 2018!

Castelli received the international Sustainability Award by **TUI Group, TUI UK & Ireland** and **TUI Nordic** within the prestigious ceremony of the annual **TUI Northern Region Awards** and the World Travel Market 2018 in London.

This is a very important achievement, recognizing our consistent and continuous commitment to quality tourism, the sustainable growth and our island's future!





# International Recognitions and Awards



Gold **Travelife** Award (2010-2024):

Acknowledges our very high commitment to sustainability, and is the highest level of Travelife Awards.



The **Green key** (1st hotel in Zakynthos to have been awarded with the Green Key! (2010-2023)

# International Recognitions and Awards

## **TUI Quality Award 2022 , 2023, 2024!**



Castelli received the “Quality Hotel” award, within the prestigious annual TUI Global Awards international Sustainability Award by **TUI Group**.

This recognition was based on the guests’ evaluation of the hotel’s remarkable services. Even during the 2 covid years, we emphasized on keeping our promise to our guests, and our partners tour operators, on the high quality standards of our Holiday Experience.

# Σημαντικές διακρίσεις διεθνούς κύρους



**Golden Awards** -TUI UK . (11 in total , partners since 1994), one of which climbed on the 1<sup>st</sup> spot, throughout Greece.

**Customers' Choice Award** - Apollo (2013 & 2014)

# International Recognitions and Awards

## Corendon Green Award – Hotel of the Year 2023 & 2024



Every year **Corendon** distinguishes the best accommodations with a Corendon Hotel of the Year award, with the intent to increase inventiveness and professionalism in the hotel industry.



2022 was the first year Corendon introduced the Green Awards category, making sustainability a core element in its philosophy. Only 25 hotels out of 2000 suppliers in 38 destinations were awarded. Castelli is the only one in Zakynthos.

# International Recognitions and Awards



## Greek Travel Awards 2019

Greek hotels and destinations voted online in the  
Scandinavian market

(Denmark, Norway, Sweden: 14,700 votes)

Castelli won the **Bronze Eco Hotel Award**

Scandinavia was the 3<sup>rd</sup> more important market  
for Zakynthos incoming tourism in 2019!



Stockholm, February 2019, Golden Hall,  
Emblematic "Nobel Prize" Hall, Stockholm City Hall!

# International Recognitions and Awards



## **Green Planet Award**

By KUONI 2006/2007 – The Only hotel awarded from Zakynthos.



## **TUI Environmental Champion 2012 & 2013**

(Reaching the 26th place globally out of 100 winners in 2012- The only hotel from Zakynthos to be awarded.)



# International Recognitions and Accreditations

**Bike Friendly** Accreditation

Since 2017

(1<sup>st</sup> hotel in Zakynthos).



**Hikers' Friendly** Accreditation: since 2018  
(1<sup>st</sup> hotel in Zakynthos - Platinum Level)



# Recognised by International Organizations

Honorary Recognitions like the following strengthen the hotel's Brand name, and also empower our destination. **Such are:**

**Travelife:** We participated in training other hotels in Zakynthos on Travelife.

**WWF Hellas:** Pilot project for straws reduction.

**WWF Germany:** Hotel guide on plastic reduction features Castelli (University of Vienna)

**Xplorid World Biking Tour** chose Castelli

**WWF Med:** Blue Panda Lab 2021 chose Castelli

**Bern Convention**



travelers look for today, it's also encouraged by the European Union as part of its recovery roadmap.

For hoteliers like Nikoloudakis and Lougari, accounting for the environment comes naturally. "There's no bigger misconception than thinking that being sustainable is not profitable," as Nikoloudakis explains, healthy nature is in many ways a prerequisite for having something meaningful to offer for tourists.



2021 Travel Guide **WWF Med**



# Castelli & Sustainability

We believe the local environment is very important for the hospitality products offered. We try to support, protect and promote our local community, and offer environmental education as much as we can to guests, staff and locals.  
“Nature came first”.

Castelli is sustainable in a very genuine way.

We strive to bridge our green practices with the Castelli boutique offerings.





# Sustainability Practices

## Environmental Management Practices





# Environmental Management Practices

- **Energy** ( Card switch, Led bulbs, energy saving balcony doors, mosquito nets).
- Solar Panels// Heat Pump.
- **Water** (Lavatory saving equipment, automatic and evening watering).
- **Materials**
  - Recycling (Rooms' bins, communal areas).
  - No single packs in the buffet.
  - No single use cutlery.
  - Reusing , Donating.



# Environmental Management Practices

Environmental Education starts with our Welcome Gift.

All our guests are offered upon arrival our cotton bag “Castelli is green”, asking our guests not to use any plastic bag, while on Zakynthos island. 😊



**4,500 “Castelli is Green” cotton bags** were offered to Castelli guests

# Environmental Education Practices

**Emphasize on reusing.**

**We reduce packaging material consumption, with our cotton reusable Castelli sachets.**



# Environmental Management Practices

**Favourite Practice:** Our guests enjoy an eco-label luxury amenities line, while waste is eliminated and no half-used bottles are thrown away, or taken as memorabilia by guests and staff.

Guests are sure that are offered only the original product, no cheap refills.



# Environmental Education Practices

## Favourite Practice: Water refill stations

- Enthusiastic Guests.
- As of Day1, reduced to less than 1/10 plastic water bottles in our All Inclusive Hotel.
- Staff Training.
- Financial Benefit,
- Footprint reduction.
- Waste reduction.



Saved More than **100,000**  
0,5l plastic water bottles



# Environmental Education Practices

## Reusing Containers

- Waste reduction.
- Staff Training.
- Financial Benefit.



# Environmental Education Practices

**Reusing high quality contract fabrics goes creative and produces toothbrush traveling cases, shoulder bags and purses.**

**10% of income will be donated to local strays**



#Reusing  
#Donating  
#Strays

**50 Kgs of high quality fabrics' scraps were repurposed**



# Local Community Support 1/4

- When renovating, we donate to local institutions ( hotel's curtains and furniture to elementary schools, local nursing home, used linen to local hospital, etc)
- We suggest local restaurants and sightseeing.
- Local Sourcing is a priority.



# Local Community Support 2/4



**Our People**

Innovative Staff training .  
( Postural, stretching, empowerment, avoiding work accidents, improving self-esteem).



Voluntary Road clean

# Local Community Support <sup>3/4</sup>

## Our People. Respect

School Season  
Gift to staff's kids



Mother's Day Gift

# Local Community Support <sup>3/4</sup>



Voluntary Beach Clean with the Castelli Staff  
Agios Sostis 05 2023

# Local Community Support 4/4



Greek Traditional Herb corner



Greek Designers' Corner.

# Green Activities - Guests' engagement

Weekly onsite presentation educating our guests on the national Marine Park of Zakynthos, and the endangered **Caretta Caretta** sea turtles, in collaboration with the dedicated NGO. The most important nesting area for the endangered **Caretta Caretta** is **Zakynthos!**

Since 1994, held every week, always a positive learning experience, with community support.



31 presentations held, with more than 1,200 guests learning about the **Caretta Caretta**



Castelli  
est. 1994

## National Marine Support of Zakynthos Support

The support of the NGO that protects the endangered Caretta Caretta: this initiative protects the NGO, the National Marine Park of Zakynthos, supports the local community, protects the environment and the endangered species, while enhances the guests' "feel good" and colours their holiday uniquely!



We support actively the protection of the endangered species.  
Pictured a sponsored public excavation of a Caretta Caretta nest.

# Emphasis on the Food Experience

Local Sourcing in Greek Dairy and Vegetables.

In our All Inclusive Board, All Wine offered is exclusively produced on the island of Zakynthos.

**The Olive Oil pressed for the hotel grounds using organic farming methods is used in the kitchen!**



# Gastronomy- Emphasizing on the Food Experience.



Greek Honeycomb, offered in the buffet, also sold as a souvenir.



Greek Coffee prepared in Chovoli- Buffet Breakfast Like a Local

# Emphasis on the Food Experience

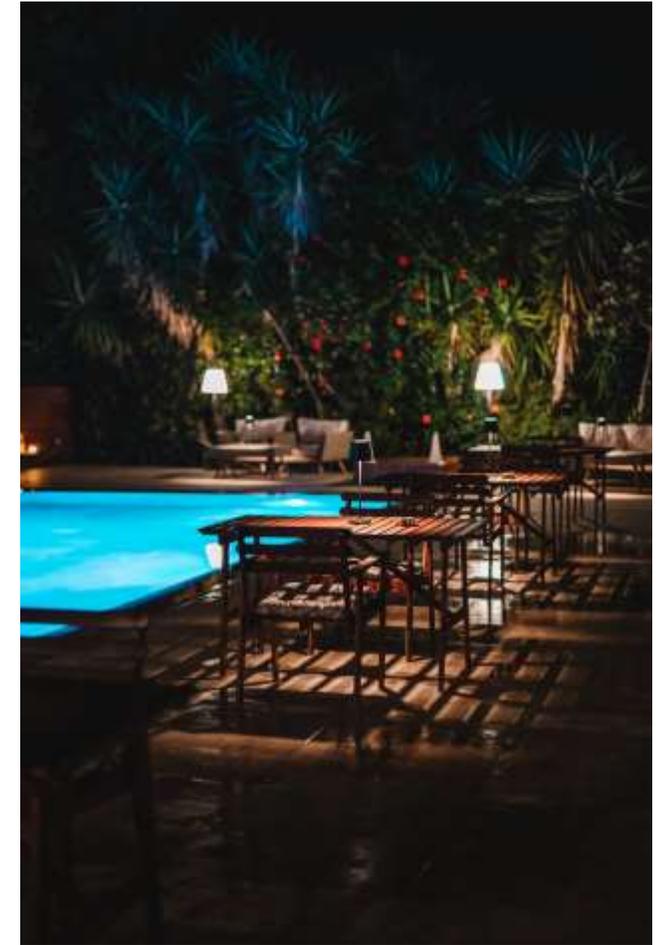


EUCALYPTOS  
CREATIVE ZANTE CUISINE WITH A TWIST  
- FROM FARM TO TABLE -

“Eucalyptos” ΕΣΤΙΑΤΌΡΙΟ  
“Farm to table” A La carte:

Old traditional recipes, Farm to Table dining, organically sourced local ingredients.

A new trend arrived in the Zakynthos restaurants



Best European Hotel - Restaurant 2018

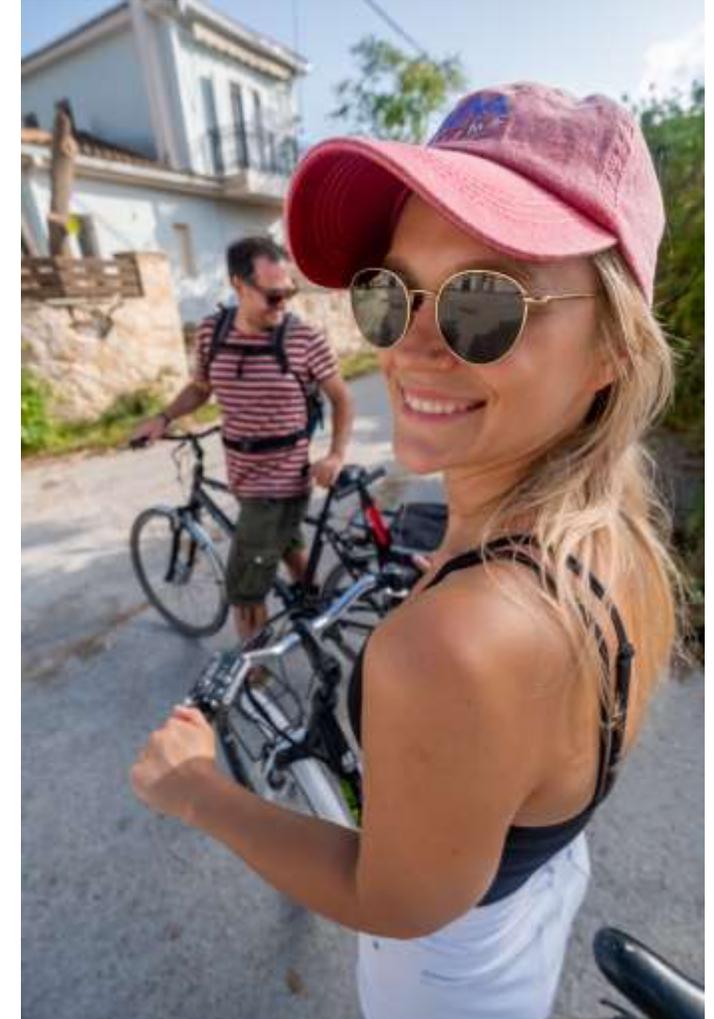
Awarded by CEUCO in Athens



Castelli  
est. 1992

What makes the Castelli  
experience unique ??

Our **colourful** activities.

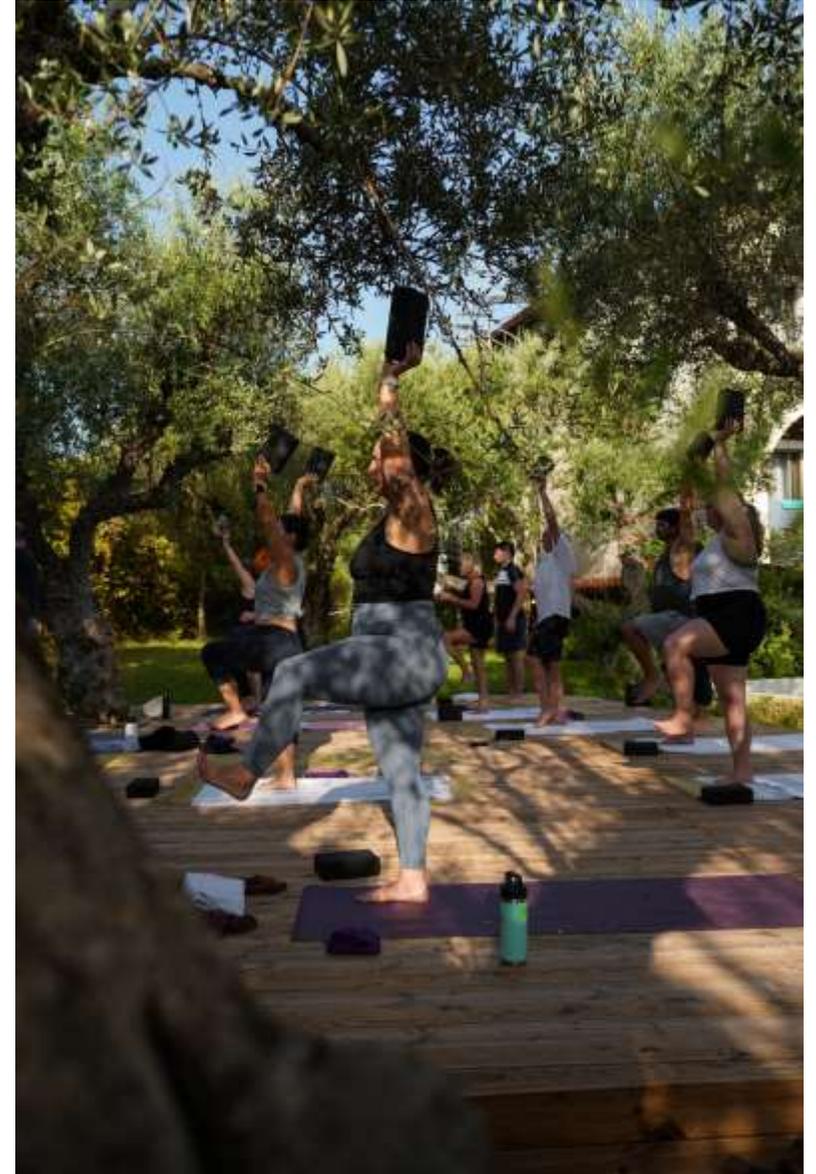




# The Castelli Experience

## Our Activities

Exercise Courses , Stretching,  
Breathing exercises **in nature.**



# The Castelli Experience- Our Activities

## Weaving Workshop – One of our favourite activities: Feel Like a local!

Introduction to the folklore art of weaving, relaxing activity, creative. A learning experience in the reuse of materials! In collaboration with a contract fabric supplier, we find use again in unused materials, reducing waste, in a fun “local” way.



# The Castelli Experience- Our Activities

**A Learning Experience. Guests create their own souvenir, feeling proud, creative, respecting the local folklore traditions.**

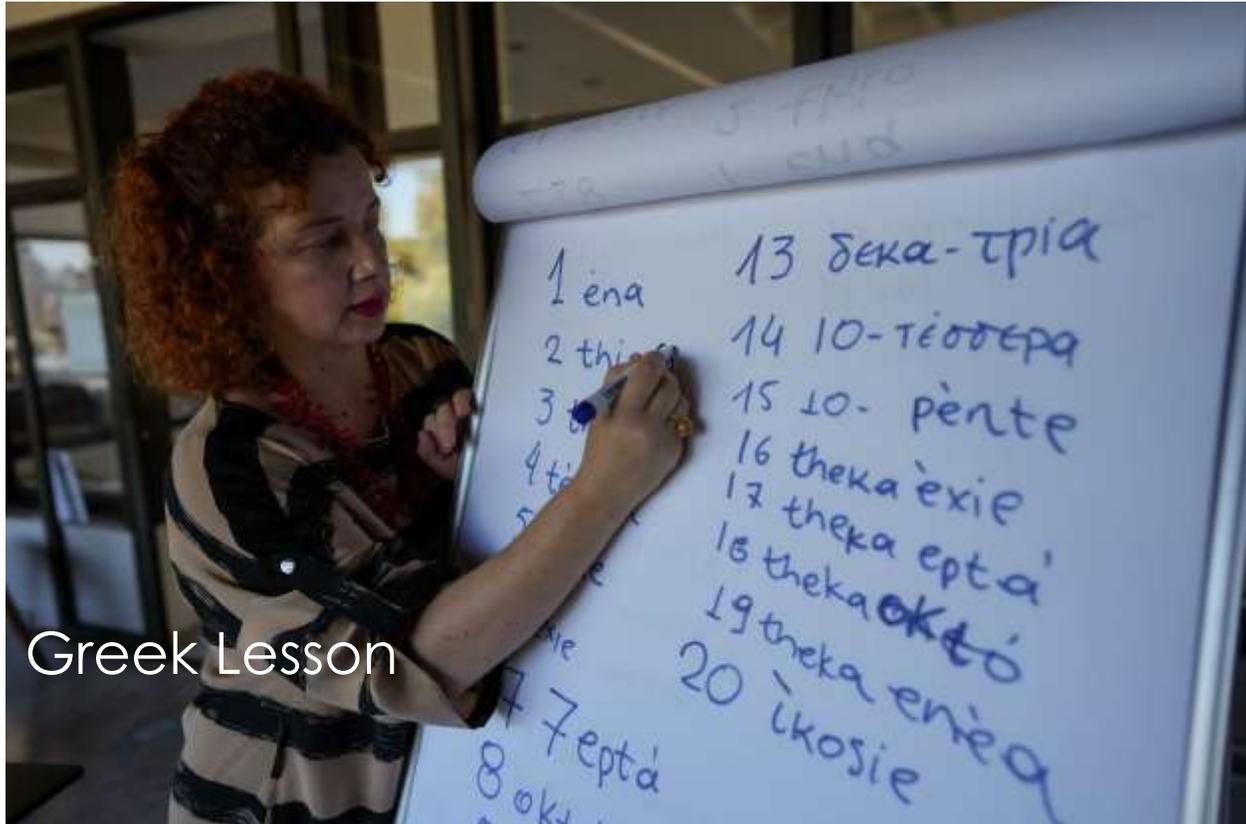
## #Reusing

**84** crafts workshops held, with over **250** happy participants

-More than **30** Kgs of high quality fabrics' scraps were repurposed



# The Castelli Experience- Our Activities



Greek Lesson

24 lessons held, with more 65 happy travelers

Sense of Place.  
Hands-on.  
Support the Local Coomunity.

Speak Like A Local



# The Castelli Experience- Our Activities

Sense of Place.  
Hands-on.  
Support the Local Community.



Cooking Class

Cook Like A Local



# The Castelli Experience- Our Activities

Sense of Place.  
Hands-on.  
Support the Local Coomunity.



60 Cooking Classes held, with 220 participants,  
taking some Greece back home 😊

# The Castelli Experience- Our Activities

Olive Harvest Activities, Olive Oil tasting. Our guests learn how the locally produced exquisite olive oil is produced, they taste it, have fun, and become part of the Local tradition. Like A Local





# The Castelli Experience- Our Activities

World  
Environment  
Day 2023



Greek Herbs Planting  
In the Hotel Grounds



# The Castelli Experience- Our Activities

Farm garden and botanical garden tours:  
20 visits with 280 guests learning more  
about the Greek nature





# The Castelli Experience- Our Activities



Our goal is that guests become part of the destination, making memories, and respect the nature and the locals.



# The Castelli Experience- Our Activities



## Hiking Tours

18 Hiking Trips held, with 74 guests having a unique time



Nature-aligned activities, supporting the local community, respecting the nature, creating memories for our guests.



# The Castelli Experience- Our Activities



Castelli Hotel

Biking Tours: Elevating the Hospitality Experience.

- The hotel owned **electric bikes** place biking uniquely attractive to all ages and all weather conditions, while at the same time, they lower our carbon footprint.
- Our Local Guide combines the tour's route with the seasonal harvest, and historical references, so the journey is much more than biking.



14 Biking Tours Trips held, 48 guests making memories in the Greek countryside



# Myths & Challenges Surrounding Sustainable Tourism



# Myths & Challenges Surrounding Sustainable Tourism

1/3

- Hoteliers believed it was costly to respect the environment.
- Travelers believed “green” holidays lacked comfort.
- Both (hoteliers and travelers) believed that luxury and sustainability were incompatible.
- There has been no clear definition of **exactly what** travelers should expect from a sustainable hotel.
- Trends – “Greenwashing”.

# Myths & Challenges Surrounding Sustainable Tourism

2/3

- Previous generation hotel owners lack environmental awareness.
- Older hospitality practices were not environmentally friendly, and **owners need to be convinced** of the benefits of going “green”, having never received environmental education in Greece, e.g. National Marine Park of Zakynthos

# Myths & Challenges Surrounding Sustainable Tourism

3/3

- Limited demand for eco-friendly products from professionals so far led to higher prices and operational challenges (e.g., recycled A4 paper, alternative straws).

For example, reusable plastic 10liter bottles are more expensive than the single use ones!

- There are no reciprocity incentives for “responsible” corporate practices (e.g. recycling, local sourcing, waste management).



# Positive Developments Around Sustainable Tourism

## 1/3

- Today's Traveler is willing to pay up to 15% **more** for the same product or service when the provider practices sustainability.
- Incoming traveler seeks sustainable practices.
- After the pandemic, the search for nature and ways to enhance well-being and health has boosted sales of holidays with “sustainable” practices and experiential activities.
- Environmental education is flourishing (finally, in Greece too), resulting in travelers and new-generation entrepreneurs seeing sustainability as essential.
- Leading hotel chains promote sustainable practices.

# Positive Developments Around Sustainable Tourism <sup>2/3</sup>

- Financial support from **government** programs for “green” renovations
- **Tour operators** promote sustainable tourism:
  - ✓ Through contracting terms
  - ✓ Through Educational programs.
  - ✓ With green package brands
  - ✓ With search filters on their websites
  - ✓ With special categories assessing the environmental dimension of hotels.



# Positive Developments Around Sustainable Tourism <sup>3/3</sup>

- ✓ **O.T.A.s** ( Booking.com, TripAdvisor, Google).
- ✓ Valid certifications guide property owners, offering recognition, knowledge, quality, and clientele.
- ✓ Sustainability “feels right”, so it’s necessary.



# Sustainable Development reinvented



## What changed:

- Recycling ≠ Reusing.
- Single use luxury ≠ local products.
- Plastic Straw ≠ no straw.
- Luxury ≠ Necessity.
- Accessible Technology.

## What remains:

The need for environmental training.

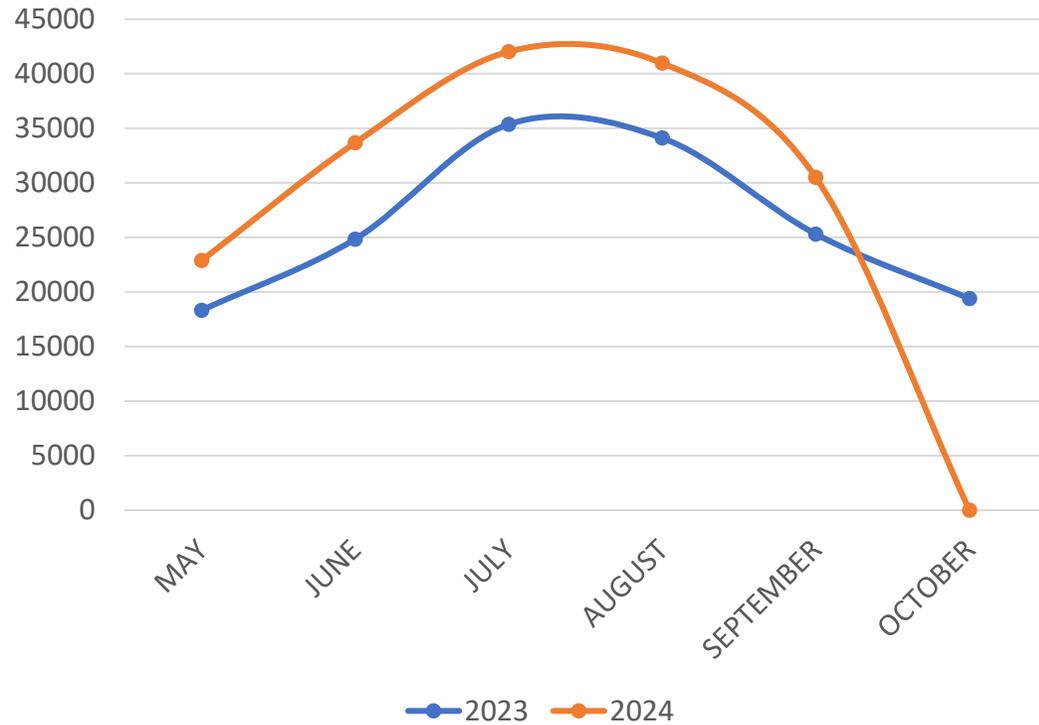
Agility.

Passion for sustainable tourism development.

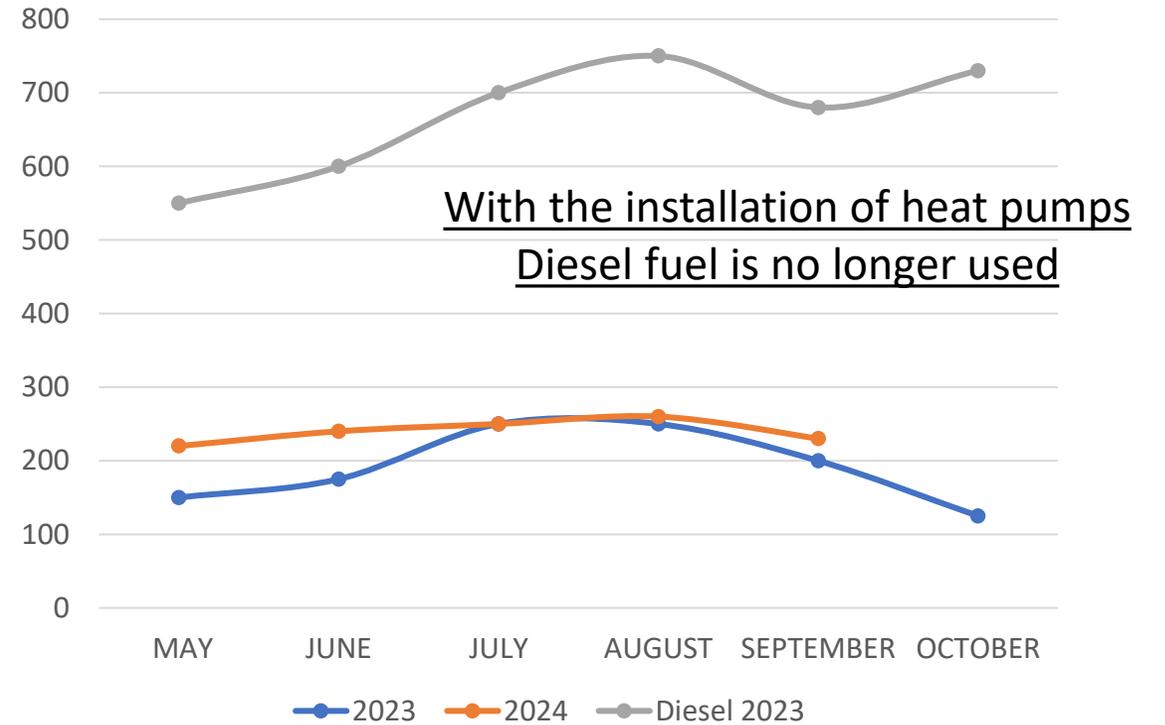


# Energy Consumption

## Electricity in Kilowatt-hour

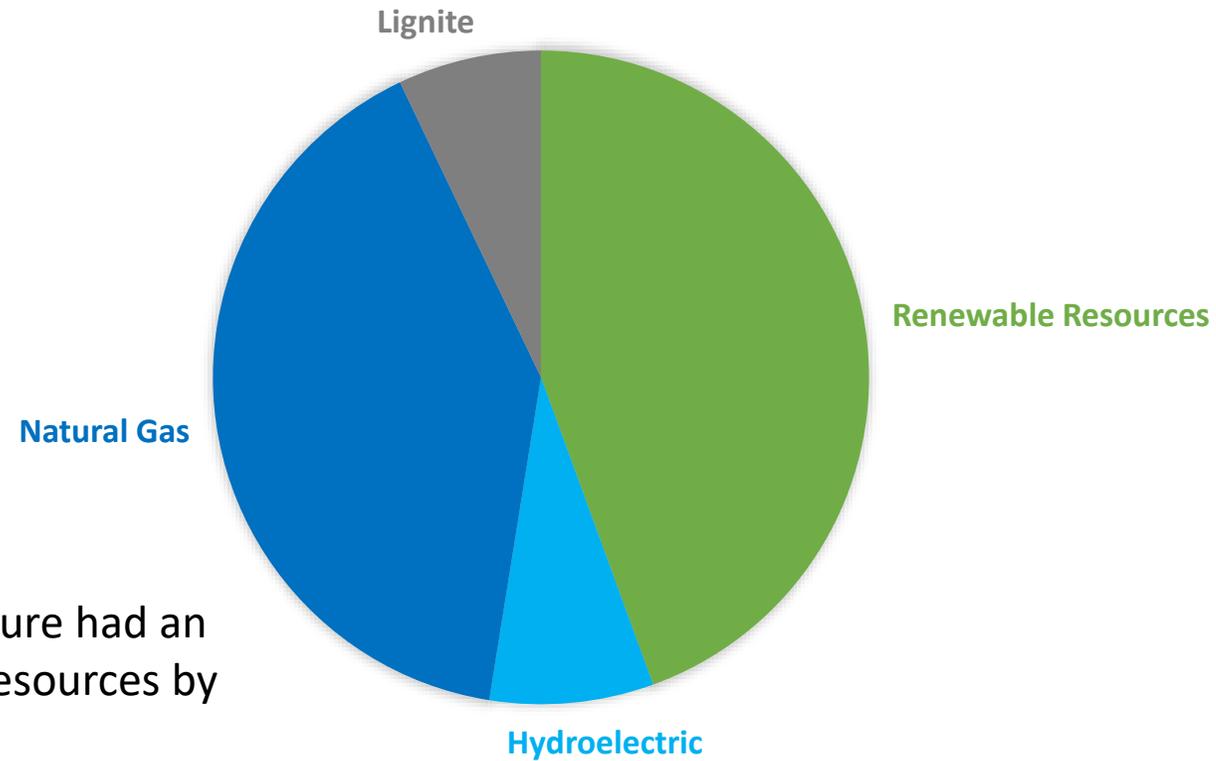


## Liquefied Petroleum Gas and Diesel in Liters



# Purchased Energy Sources

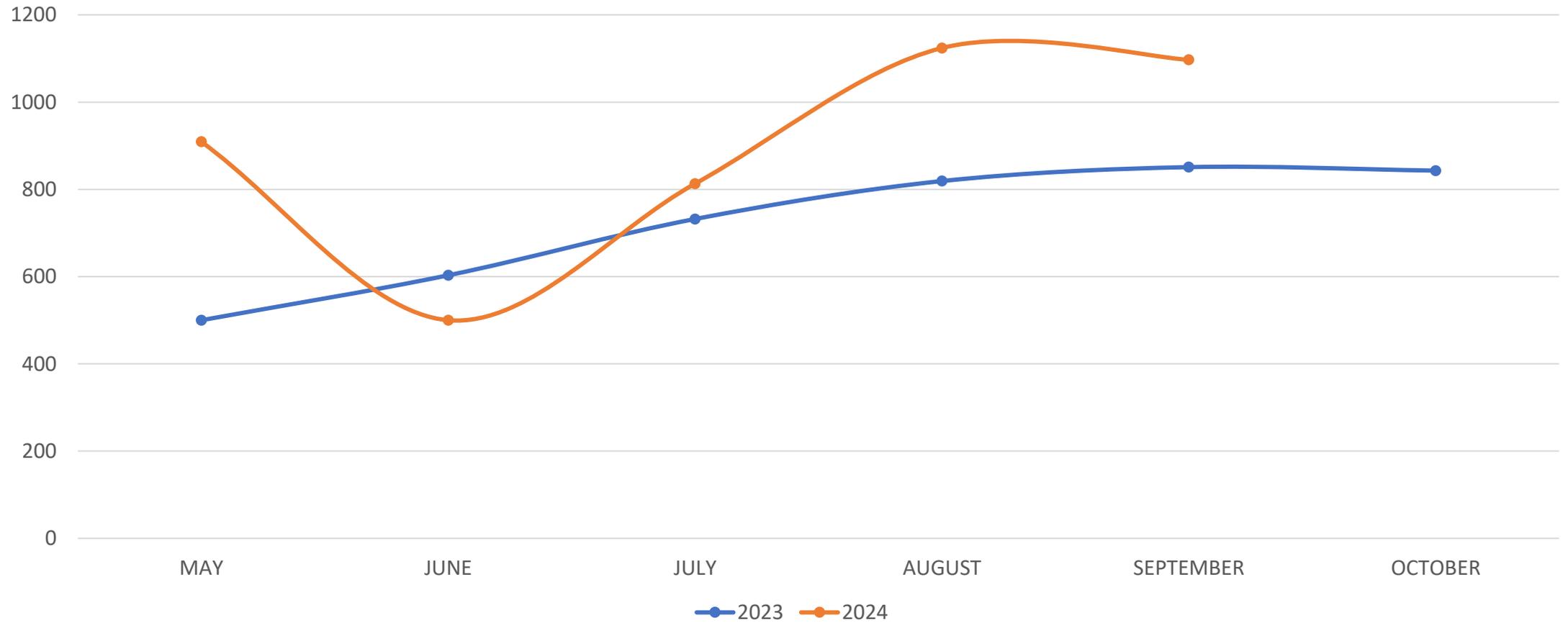
## DOMESTIC FUEL MIXTURE



From 2023 to 2024 the fuel mixture had an average increase of Renewable resources by **10%**



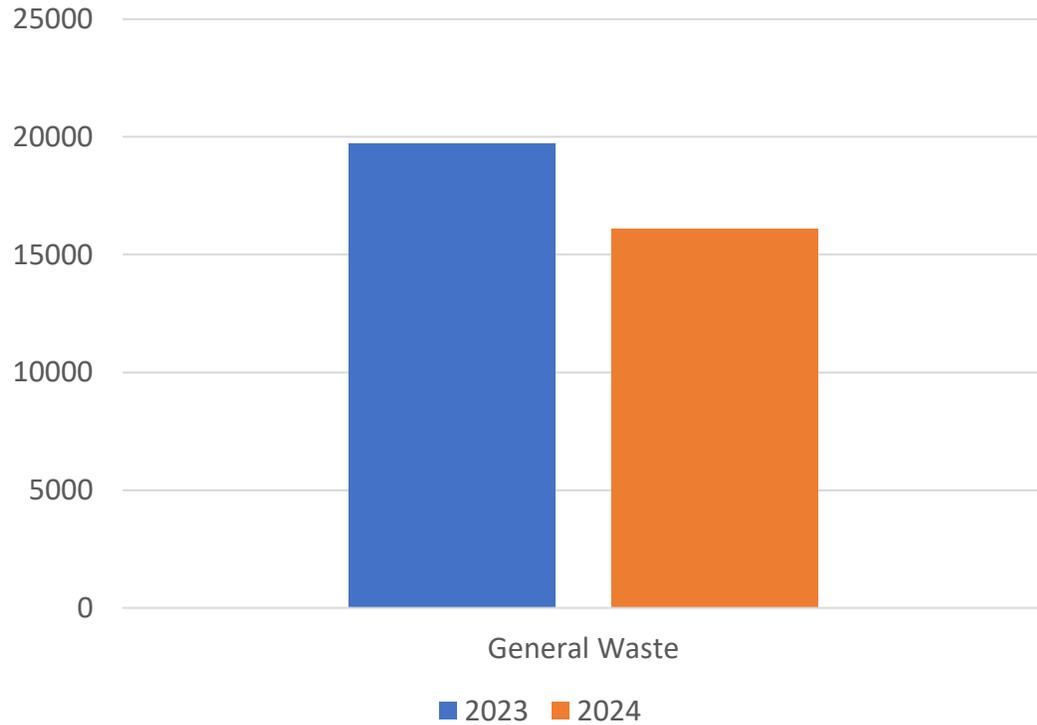
# Water Consumption in m3



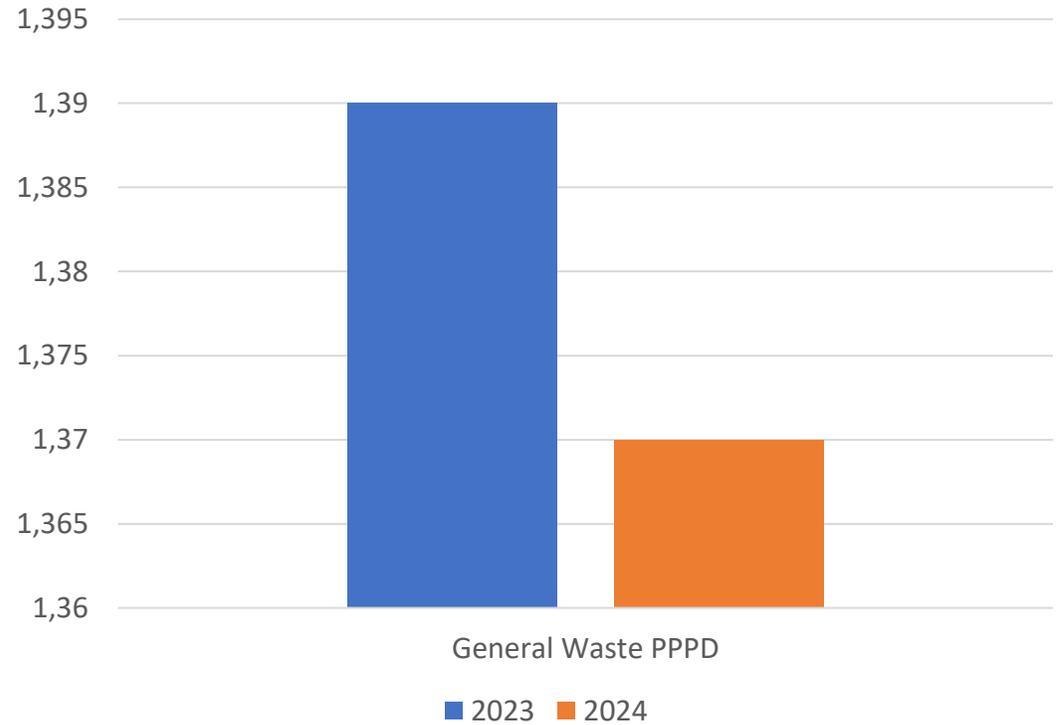


# General Waste

## Total General Waste

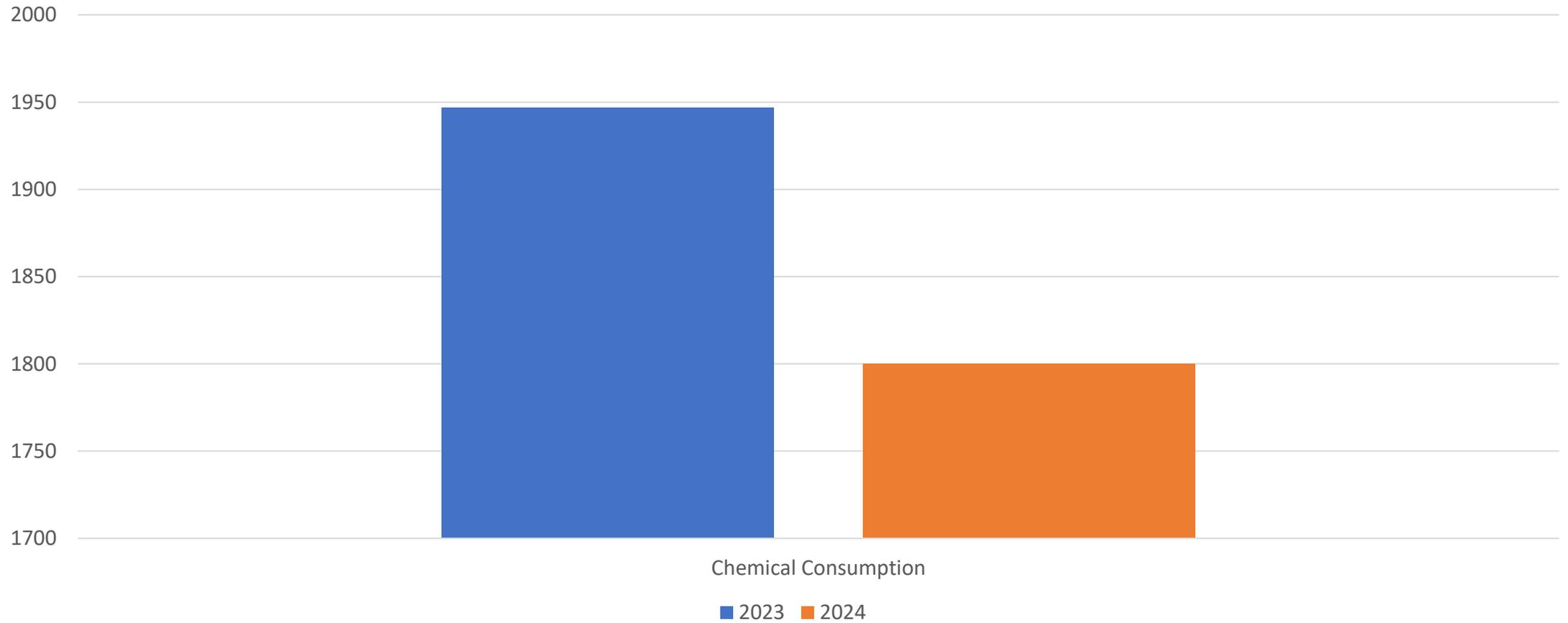


## General Waste Per Person Per Day





# Chemicals Consumption





Thank you!

# Castelli Hotel

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