

The Best Western Hotel « Les Ducs de Bourgogne » gains the Ecolabel certification and embarks on the path of responsible tourism

Book Inn France, Paris (12nd may 2010)

Since April 2010, the Best Western Hotel "Les Ducs de Bourgogne"* benefits from the european Ecolabel. Only official bio-certification recognized by all member countries of the European Union, the Ecolabel distinguishes goods and services that are environmentally friendly.**

The group of independent hotels Book Inn France is proud to announce the certification of the hotel "Aux Ducs de Bourgogne", first among its 30 hotels to receive this european label. To the group of independent hotels, this is a first step towards responsible tourism practices.

In order to obtain this European label, the hotel had to satisfy many environmental and sanitary standards. Among which the use of environmentally friendly products and materials, a thrifty consumption of water and electricity, or the organization of training sessions of staff to ensure compliance with the environmental criteria.

In addition, the hotel has integrated low-energy lighting solutions (compact fluorescent bulbs and LEDs), spigots with aerators and mixing valves to spare water, as well as a card system for automatic cut off of the lights in the rooms.

For breakfast even, the products have been cautiously selected among fair-trade or organic products (organic honey, Max Havelaar teas, fairtrade cocoa ...): a choice that ensures both quality and ethical modes of production.

But beyond these technical measures, it is a whole conception of tourism, and of responsible consumption modes the hotel and the group, want to preach. "To reduce our ecological footprint, we need the customer's collaboration", says Françoise Roboly, the hotel's manager. "That's why it is important to explain our approach to them."

Guests are therefore informed of the environmental policy implemented by the hotel. They know for instance, that disposable products have been replaced by rechargeable products, or that a towel/sheet re-use program is applied for long stays, unless otherwise specified by the customer.

"Besides, in order to avoid any energy waste, we ask our customers to report any possible water leak," says Françoise. "As for ourselves, we strive to meet the needs of our customers, and regularly advise our guests on a tour route or a ride in the neighborhood, preferably on foot!"

World's largest industry of the service sector, tourism has been bound to take into account the environmental concern, and tries increasingly to control its impact. Today, touristic accommodation is one of the few categories of service sector industry eligible to the European Ecolabel : a proof that a thriving tourism industry is not incompatible with a healthy environment and the respect for nature.

By becoming the first hotel of the group to gain this label, the Hotel Ducs de Bourgogne shows the way of a responsible accommodation, and a tourist industry eager to limit its environmental impact. This is the path that undertakes Book Inn France from now on, who hopes Ecolabels will now be thriving.

Best Western Les Ducs de Bourgogne ***

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About Book Inn France

Company specialized in the management and marketing of independent hotels, Book Inn France runs on 1st may 2010, a fleet of 19 hotels of charm and character in Paris. Each of these 2, 3 or 4 star hotels benefits from a prime location in the heart of the capital, and offers a human-scaled quality lodging in Paris.

More information on the website www.Book-Inn-France.com

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