



**BIO HOTELS**



## *The history of BIO HOTELS*

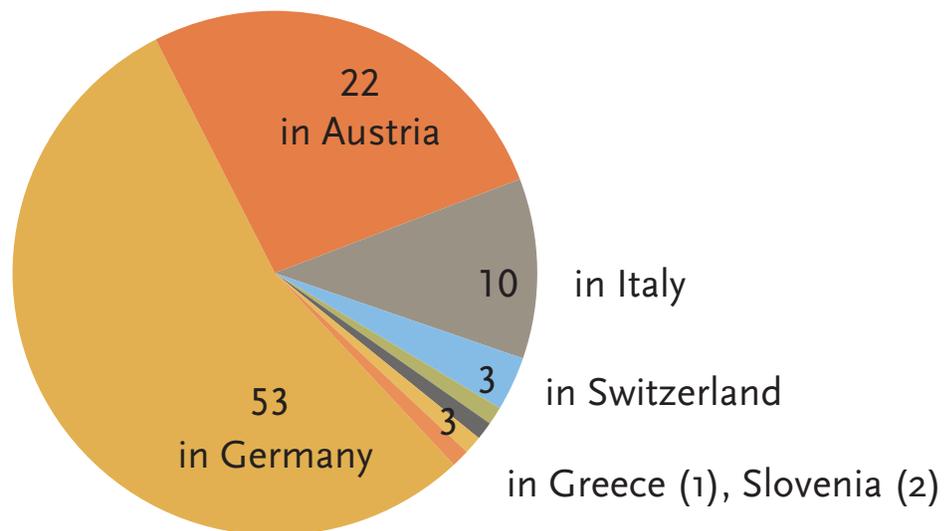
- a community of shared values since 1999 with almost 100 members of individual hoteliers
- brand and tailored marketing with the focus on customers from the organic world (i.e. 85% in Germany)

# Vision

- We promote ecological ideas with enthusiasm.
- We are a role model for a sustainable economy and for the life on earth.
- We develop sustainable relaxation and hospitality with creativity.



97 BIO HOTEL members 2017





## *BIO HOTELS - promise*

**real quality:** 100% certified organic in F&B

**nonfood:** regenerative energy, recycled paper, natural cosmetics, real (organic) certification;

**11,46 kg CO<sub>2</sub> per guest/night:** hotel group with lowest footprint (average: 30-40 kg/guest/night)

**very important:** seasonality, regionality, less meat, economics for common good, no microwaves,...



## *BIO HOTEL facts*

**number of beds in total:** approx. 4.195

**overnight stays per year:** approx. 1 million

**arrivals of guests per year:** approx. 300.000

**average stay:** 3,5 nights

**food purchase per year:** approx. 12 million Euro



## *sustainable facts*

**agricultural impact:** 1 - 2 hectare per bed  
(which is organic or not)

**buying volume F&B:** ± 2.000.- €/bed/half board

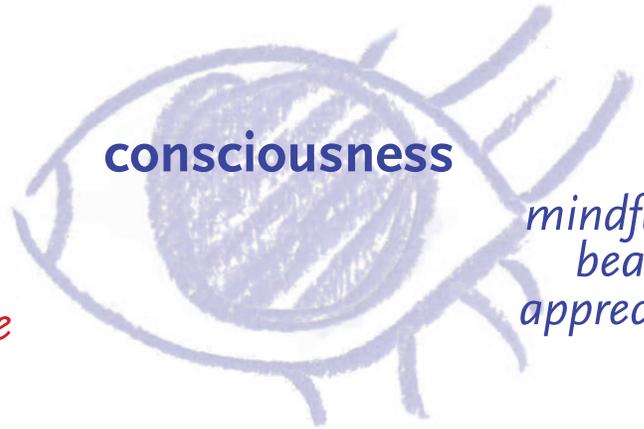
**energy-production:** green power > 200 houses

**mobility:** 140 e-bikes, 30 e-cars, 40 charging station,  
rainwater-usage, house gardens, farms, ...



**community**

*love  
confidence  
pleasure*



**consciousness**

*mindfulness  
beauty  
appreciation*



**health & culture**

*development  
ecology  
enthusiasm*



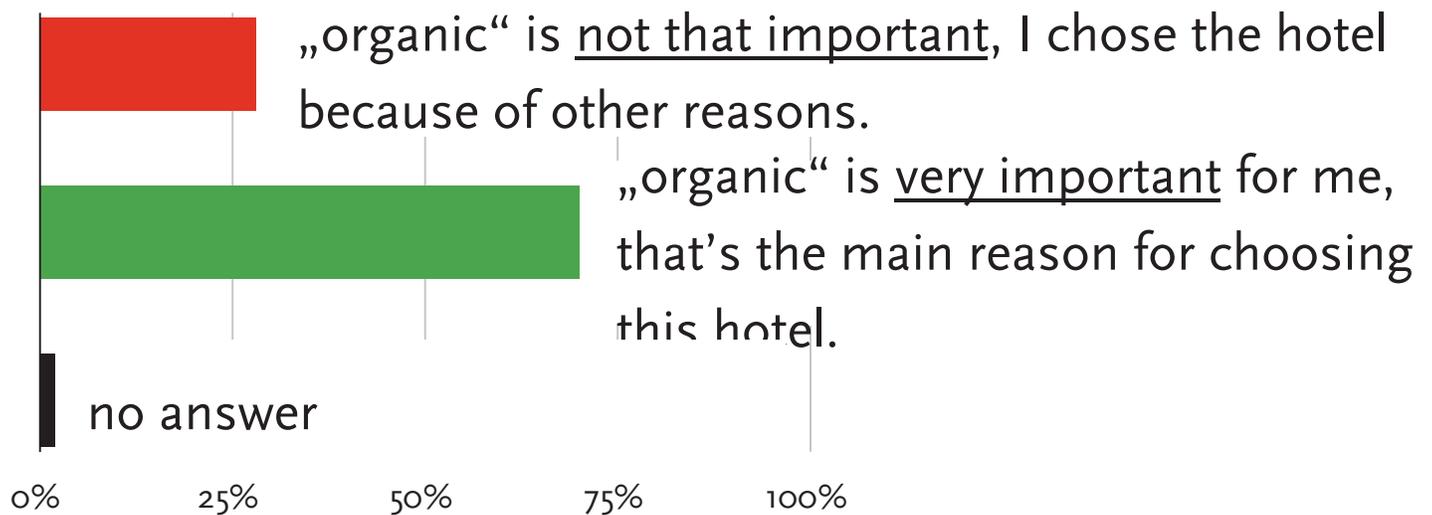
## *Organic affine BIO HOTEL guests*

- **price situation:**
- The added value of the organic quality is rewarded and recognized as a difference.
- **guest behavior**
- critical and sensitive
- high expectations without any compromises on food
- more consciousness (more vegetarians, vegans, food intolerances)
- **high level of knowledge**

Guests choose  
BIO HOTELS consciously:



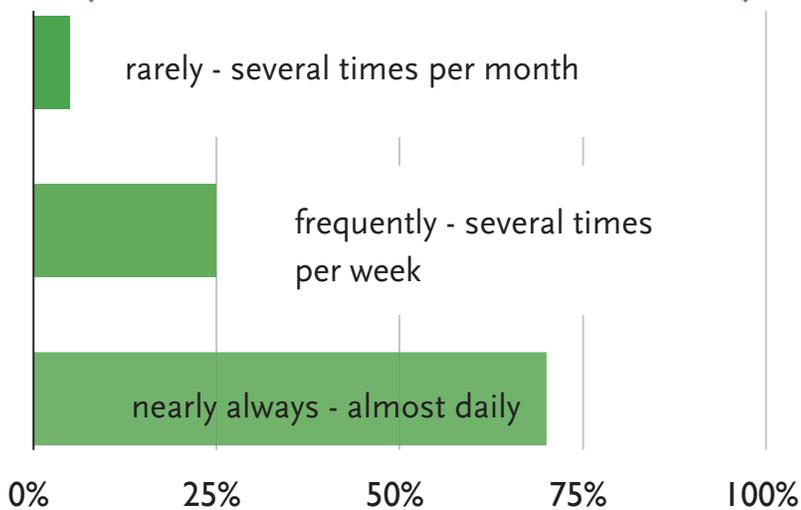
You are a guest in a BIO HOTEL. How decisive is the factor „organic“ when you choose your hotel?



*Organic food matters  
for 95% of all guests*



Do you consume organic products in your everyday life?



**result:**

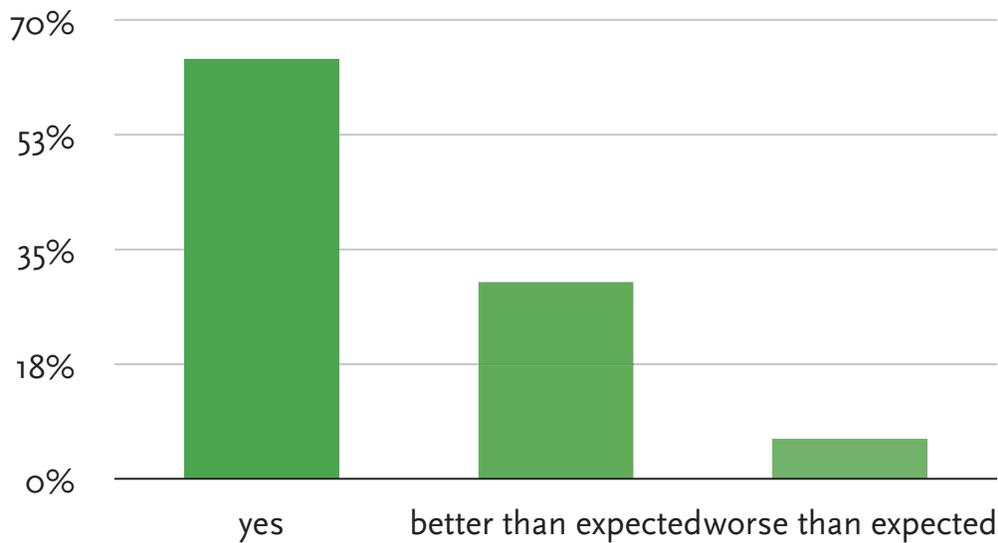
95% of all guests consume organic food „nearly always or frequently“.

The lifestyle „organic“ is present in everyday life.

*Expectations of BIO HOTEL guests  
have even exceeded by 30%*



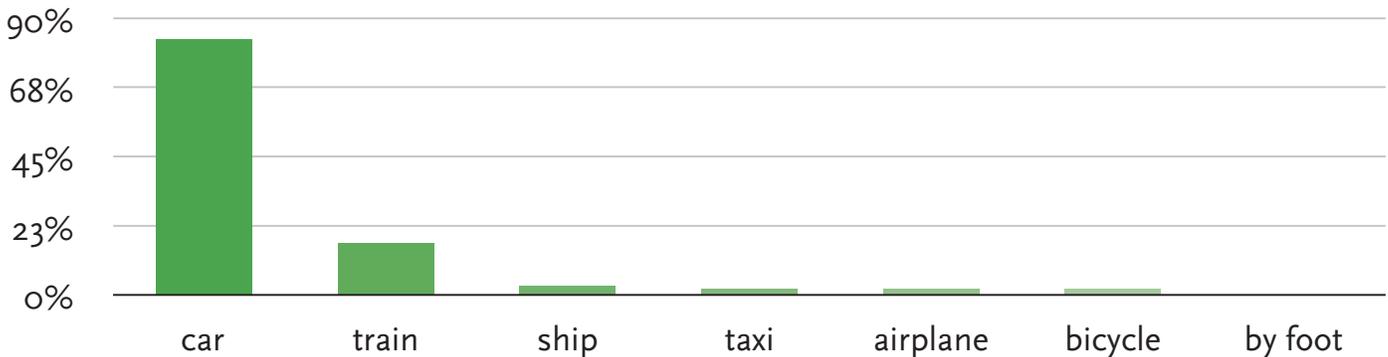
Does the accommodation meet the expectations you had before your stay?





*83% of the BIO HOTEL guests want to be mobile and independent*

How did you travel to the BIO HOTEL?



**result:** high amount (nearly 20% prefer travelling by train)

## *Awards and cooperations*



**2003:** Most innovative tourism idea (Mucha publications Vienna)

**2015:** Meeting experts green award (German Convention Bureau)

**since 2001:** Recommended by Bioland  
(big organic association in Germany)

**since 2016:** Member of IFOAM (International organic network)

**since 2008:** BIO HOTELS are awarded by  
TOP 100 Hotels in Europe (GEO) every year



## Ludwig Gruber

- consultant and advertiser in Nassereith, Tyrol, Austria
- 1991 - 2001 marketing for Bio ERNTE Austria, regional association Tyrol with the focus on direct marketing and cooperations with commercial chains
- 2001 foundation of the BIO HOTELS; since then self-employed consultant and owner of the marketing agency be-oh Marketing.

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THE ONE AND ONLY

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