

GTZ and Messe Berlin address the issue of “Energy Costs in Hotels” for the first time at this year's ITB (8. - 12. March 2006).

In times of exploding energy costs hoteliers and local communities in developing countries alike are confronted with ever-increasing energy costs. Given the current political panorama, oil prices are more likely to increase even further in the future. Especially in large resorts and hotels, energy costs nowadays easily exceed the expenses for wages and put additional pressure on prices from suppliers for agricultural products and services.

Having said that, technologies to save energy and make use of renewable energies in hotels are ready at hand. Nevertheless, even simple and well acknowledged applications such as solar water heating in sunny beach destinations still have not become standard for the hotel industry despite very short pay back periods. According to a rough estimate, it should be possible for hotels to save as much as 50% of their annual energy costs.

Energy capacities, which are set off from such saving mechanisms, could then be used to supply energy to disadvantaged groups of communities and therefore help to close the gap of energy supply especially in less developed and developing countries. This represents a win-win solution for the hotel sector, local communities and overall sustainable development at destinations.

Therefore Messe Berlin together with the German Technical Cooperation (GTZ) and leading solar energy companies organised the ITB Energy Panel in order to demonstrate and discuss energy saving options in the hotel sector.

As part of the Hospitality Day at the ITB Congress and with the support of the market leading companies Schüco and Q-Cells the **ITB Energy Panel** takes place for the first time this year:

“Energy efficiency and solar energy in the hospitality industry”

on Thursday, March 9 from 11:45 am to 1:15 pm, Hall 7.1 A, Auditorium New York 1.

At this event energy efficiency, technological opportunities, implications for the operating efficiency in the hospitality industry, sources of financing and best practice examples will be highlighted and discussed. Participants at the panel are as follows: Michael Müller, State Secretary of the German Ministry for Environment, Dr. Wolf-Michael Iwand, Director of the Environmental Department at TUI AG, Arno Tomowski, Head of Energy, Environment and Infrastructure at GTZ as well as representatives from the Solar Industry.

For further information please visit:

http://www1.messe-berlin.de/vip8_1/website/MesseBerlin/htdocs/www.itb-kongress/en/ConventionProgram/ProgramOverview/index.jsp?show_event=20416&show_from=1400&search_language=2

Alternatively you can contact Klaus Lengefeld, at GTZ under: klaus.lengefeld@gtz.de

In addition, Schüco, the major company for energy-efficient windows, facades and solar applications welcomes you for individual consultation on energy saving mechanisms at their Energy Lounge in Hall 7.1 C, booth 101 and presents itself at a booth in Hall 5.3.