



Press Release by the Creativhotel Luise dated October 20, 2010

The Creativhotel Luise is Partner of Klima-Hotels Deutschland

The first CO₂ certified hotel in Franconia is partner of the new nation-wide initiative “Klima-Hotels Deutschland”.

Erlangen – “We are very pleased to be one of the hotels that were in the starting line for the nation-wide initiative “Klima-Hotels Deutschland” on September 23, 2010”, says Klaus Förtsch, the owner of the Creativhotel Luise. The Erlangen „natural hotel in the city” is one of the three most environmentally friendly hotels in Germany, and Klaus Förtsch has considered himself a pioneer on the way to carbon neutrality for more than 20 years. Joining the new initiative “Klima-Hotels Deutschland” is just another consistent step toward even more sustainability.

Klima-Hotels are climate-neutral hosts that

- have established a holistic carbon footprint of their business which provides information about all CO₂ emissions occurring in the hotel operation,
- have optimized their CO₂ emissions with regard to ecology and economy,
- have compensated the remaining climate-relevant emissions by supporting certified climate protection projects and thus made for the balance.

The Creativhotel Luise puts environmental protection into practice

Hotelier Klaus Förtsch of www.creativhotel-luise.com has been putting environmental protection into practice for many years: “There is a lot of talk about climate protection. But actions speak louder than words! And what may be surprising, it is so easy! The guest in a Klima-Hotel protects the climate and can enjoy all the conveniences at the same time. Spa treatments and environmental protection are not a contradiction at the Creativhotel Luise. Since 1991, the commitment of “the nature hotel in the city” in the field of “environmentally sound hotel and restaurant operation” has been regularly awarded the gold medal of the Bavarian Ministries for Economy and Environment.

Investments in solar energy, rainwater harvesting and thermal insulation have made the hotel very energy-efficient. For breakfast, the hotel guests enjoy a bio-certified buffet made of organic food from the region. The exclusive spa “lunyu” pampers the guests with natural cosmetics by Dr. Hauschka. Climate protection is implemented in all areas of the family hotel. “We are proud of having received the award “climate neutral hotel” and thus being one of the first hotels in Germany to offer its guests carbon neutral lodging”, says Klaus Förtsch, the owner of the Erlangen Creativhotel Luise.

The initiative “Klima-Hotels Deutschland” stands for climate protection.

The basis of carbon neutrality is the certification with the carbon footprint. Certifier of the carbon footprint is Viabono, the German umbrella brand for ecologically sound tourism. Each of the resources used is run on the carbon test stand. CEO Stefan Krug is impressed: “With the energy efficiency class A rating, the Creativhotel Luise ranks among the top 3 climate hotels in Germany.“ 100 percent of climate neutrality is achieved for the lodging of hotel guests at the www.creativhotel-luise.com by compensating the remaining CO₂ emissions with the support of a certified climate protection project. The nation-wide initiative “Klima-Hotels Deutschland” has now been launched by the German umbrella brand “Viabono – Enjoy Traveling Naturally”. In addition to the Creativhotel Luise, eight other hotels have joined the association of climate-neutral hosts thus positioning themselves as first movers in terms of climate protection.

About the Creativhotel Luise

The 3-star superior hotel www.hotel-luise.de in Erlangen is run by Klaus Förtsch as a family business in third generation. The exclusive spa “lunyu” pampers hotel guests with a wide range of treatments, and the beauty area offers massages and natural cosmetics by Dr. Hauschka.

Spa treatments and sustainability are not a contradiction at the Creativhotel Luise. Since 1991, the commitment of “the nature hotel in the city” in the field of “environmentally sound hotel and restaurant operation” has been regularly awarded the gold medal of the Bavarian Ministries for Economy and Environment. The Creativhotel is a member of Viabono, the German umbrella brand for ecologically sound tourism, and host hotel in the initiative “Klima-Hotels Deutschland”. The hotel is managed in a climate neutral manner and, since May 2010, has been the first hotel in Franconia, and one of the first in Germany, to be certified with the carbon footprint. For further information, click www.creativhotel-luise.com and www.klima-hotels.de

Bildunterschrift:

The Creativhotel Luise has received the award “climate-neutral hotel”

Web video:

The interview on carbon neutrality between Klaus Förtsch, the owner of Creativhotel Luise, and Stefan Krug, CEO of Viabono, can be watched on YouTube:

<http://www.youtube.com/watch?v=pbNYQrKy1Ac>

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