

**ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION**

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: E Hotel Spa & Resort

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Source: <http://www.hotel-e.com//>

Country and region of operation: 1 Faros Road, Pervolia 7560, Larnaca Cyprus

Sustainability dimension: environmental, resource-efficient

DESCRIPTION OF THE ENTERPRISE/INITIATIVE:

A stylish and exciting eco-friendly hotel, where contemporary design combines with natural elements to provide a unique cultural balance. The hotel is located in the secluded Cyprus suburb of Pervolia, overlooking the beautiful white sands of Faros Beach. The locals nicknamed the beach this way due to the presence of a lighthouse. In recent years the hotel has been extensively refurbished, always emphasizing its original elegance, charm and atmosphere. This spa hotel offers indulgent features surrounded by a variety of Cypriot culture and activities:

SOCIAL/ COMMUNITY IMPACT SOUGHT:

Its architecture and detailed design were based on the feng shui philosophy (wind and water) of harmonizing each person with the surrounding environment. Thus one can find many elements of water like waterfall, fountains & pottery carrying water that flows around and into the hotel itself conveying the spirit of wellness, freshness, serenity and prosperity and harmonizing the flow of energy. There is an Oxygen Pool, which reinvigorates the body through a process of cell rejuvenation made possible by sophisticated ionized oxygen pumps. Natural elements, contemporary design and unique cultural balance are blended in perfect harmony with cutting edge of technological innovation and warm and friendly service.

APPROACH:

Project co-funded by the European Union and National Funds of the participating countries.

The Hotel uses several programs to conserve energy and stay green, such as: recycling water, solar power system, recycling program for linen and for waste, etc. The Hotel architecture enables the usage of daylight in certain public areas in order to conserve energy as well as reserving energy by switching to led lamps lighting and use timers and sensors, inc. key card system and individual climate control in order to consume energy only when necessary. The beds are of custom design, with bed sheets made from 300 thread count, 100 percent Egyptian cotton.

The hotel gardens grow fruits and herbs for use in the kitchen (various citrus trees, pomegranates, olive trees, basil, oregano etc.).

Stakeholders: travellers looking for a traditional, picturesque Cypriot village, in a luxurious yet affordable Mediterranean hideaway place that will revive their spirit and refresh their minds.

INNOVATION:

This is an eco-friendly boutique hotel & SPA, designed and operated in an eco-friendly and green way, with the aim to provide its guests a real spirit reviving hideaway. Its architecture and design are based on the feng shui philosophy.

SOCIAL IMPACT AND BUSINESS RESULTS:

The E Hotel is a place of high demand on Booking.com, with the majority of visitors sharing that they were pleased with the rooms and service, and the friendly staff, and saying they'd recommend it to their friends. Although it is a new one, the hotel has already nearly 3000 followers on its FB page, with positive reviews and comments.

FINANCIAL SITUATION / SUSTAINABILITY OF THE BUSINESS MODEL:

The hotel is owned by Grand City Hotels GmbH, and international company with its headquarters in Berlin, Germany, currently holding an AAA TREUGAST Investment Ranking. The Group has more than 120 hotels in Germany, Belgium and Austria which makes it one of the leading hotel management companies in Europe.

Key success factors: Innovative, resource - efficient sustainable place in a beautiful and quiet location, overlooking the sea.

Challenges and problems: no regular public transport to the center, the nearest shop is 40 min. walk, no pharmacies, no restaurants, no other hotels nearby. Visitors need to rent a car if they'd like to see things outside the hotel and in the city centre.

Year of establishment:

References (web-site, intent links, video, etc.):

<http://www.hotel-e.com> <https://www.youtube.com/watch?v=naYtGIY398k>

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