

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Hotel & Spa Iadera

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Source: [booking.com](https://www.booking.com)

Country/region of operation: Punta Skala, Petrčane/Zadar, Croatia

Sustainability dimension: environmental, resource-efficiency

Description of the enterprise/initiative:

The Hotel & Spa Iadera is a proud recipient of the "2014 Superior Sustainable Hotel Certificate" and therefore ranks among one of three hotels in Croatia that have been awarded with it. The hotel is a leader in sustainability and environmental protection and issues such as greywater reclamation, waste prevention and optimized energy use play a very important role in determining the management actions. An eco-friendly structure has been the main focus during the design process of the site.

Social/ community impact sought:

The sought impact is minimizing the ecological footprint in the long run.

Stakeholders: Visitors, society, environment

Approach applied:

Installing a water treatment plant to supply the complex with the water needed for daily use on the holiday peninsula and generates energy for heating and cooling. In addition, a completely organic purification system helps for preserving the environment.

- **Water pump:** Seawater is pumped out of the sea and into the plant at a constant temperature.
- **Energy generation:** The seawater is used for cooling (in the summer) and heating (in the winter) in the hotels and the apartment complex. This reduces the need for fossil fuels.
- **Desalination system:** Part of the seawater is desalinated using an osmosis system and can be used as drinking water. The remaining water is diverted back into the sea.
- **Purification system:** Wastewater is cleansed using a completely organic purification system and is stored with the collected rain water and the greywater from the swimming pools. The im potable water is then used for flushing toilets and for watering the gardens.

Innovation applied:

Except for the energy efficient technologies used, the resort is also free of cars except for on arrival and departure. Moreover the visitors can have a tour behind the scene. Under the guidance of a trained professional they can see the plant, technical rooms and other areas that are normally closed to the public.

Social impact and business results achieved:

Being car-free, sustainable, energy-efficient and green paradise offering five-star luxury accommodation and food, the hotel enjoys great popularity and high rates – 9.2 /booking.com/

Financial situation / sustainability of the business model:

The sustainability of the business model is ensured by the installations for water management and energy generation. The innovations and the models applied enable the luxury hotel to maintain high prices without suffering clients' reduction, on the contrary, it is quite difficult to get a room, because they are often sold out even during the winter.

Key success factors: High-quality, modern facilities, use of resource-efficient technologies for satisfaction of customers demand for environment-friendly but yet modern accommodation opportunities.

Challenges and problems: The high prices which restrict the number of the potential stakeholders is seen as a challenge since the hotel service should assure the correlation between the prices and the quality of services provided – a high-standard should be maintained.

Year when the enterprise was created: 2011

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

<https://www.falckensteiner.com/en/hotel/iadera#>