



## Hotel Lücke - Rheine



### Business in Numbers

Location: Rheine, North Rhine-Westphalia

Category: 4-star hotel

Rooms: 40

Employees: around 35

Ownership: family business in the fifth generation

Digital channels: website, Facebook, Instagram, TripAdvisor

Mobility offer: e-bikes and EV charging stations on site.



### Business Overview

Hotel Lücke is a family-run 4-star hotel in the centre of Rheine, directly on the River Ems. The hotel combines accommodation with meeting and event offers, a restaurant, and wellness elements such as a relaxation area. Its public positioning connects hospitality, regional rootedness, and modern service quality, while its CSR report presents sustainability as a long-term management responsibility rather than a short-term trend.

### How is sustainability visible in daily operations?

Hotel Lücke has embedded sustainability in concrete operational measures. In spring 2025, it installed a 20 kWp photovoltaic system on the hotel roof to supply critical consumers such as air-conditioning with climate-neutral electricity. The hotel also operates a cascade of three combined heat and power units, which generate energy only when it is actually needed in the building. Additional measures include a full LED conversion, water-saving fittings, ongoing reduction of single-use plastics, and optimised waste separation systems.

### How is waste monitored or reduced?

The hotel's reduction of single-use plastics is a major offer in waste avoidance, especially in the breakfast area. The breakfast offer is built around regional products.

### What is the role of local sourcing?

Local sourcing plays a visible role in both procurement and guest experience. The CSR report highlights cooperation with local suppliers such as bakeries and butcheries, while the hotel website promotes a breakfast buffet with regional products. This links sustainability with regional value creation and with the hotel's identity as a locally rooted hospitality business.

## How is digital used to grow and promote the business?

Digital channels support both direct bookings and customer communication. Hotel Lücke promotes direct booking through its own website and maintains an active public presence via Facebook, Instagram, and TripAdvisor. Its CSR report also identifies further digitalisation as a strategic next step, especially for **resource reduction**, with examples including **paperless administration** and **digital check-in/check-out**.

## What data is informing key decisions?

The strongest data points are sustainability and organisational KPIs. Hotel Lücke has defined measurable targets for electricity consumption, CO2 emissions, training share, and guest satisfaction. The CSR report links these indicators to specific metrics such as kWh per overnight stay, kg CO2 per guest, share of apprentices in the workforce, and ratings from review platforms and surveys. This suggests a management approach that ties sustainability goals to operational measurement.

## What tools support energy or waste tracking?

Hotel Lücke uses technical infrastructure and KPI-based monitoring to manage energy and waste performance. The photovoltaic installation and the combined heat and power cascade support more efficient in-house energy generation, while the CSR report also documents outcomes such as around 10 tonnes of CO2 savings per year, 18,000–20,000 kWh annual electricity generation from the PV system, a 70% reduction in lighting electricity use after LED conversion, about 30% lower water consumption through water-saving fittings, and a recycling rate above 85% through improved waste separation.

## How is purpose embedded in branding and storytelling?

Purpose is built into the hotel's public identity. Hotel Lücke presents hospitality, regional belonging, and responsibility as connected values. Its communication foregrounds tradition, family ownership, and quality, while the CSR report states clearly that the hotel wants to combine comfort and service with environmental and social responsibility in a way that is responsible, measurable, and transparent.

## How is sustainability communicated to customers?

The hotel communicates sustainability through a dedicated sustainability section on its website, a public CSR report, a published mission statement, and a code of conduct. It also makes specific practices visible to guests, such as EV charging, e-bike availability, waste separation, regional breakfast products, and the Green Certificates. This gives Hotel Lücke a transparent public sustainability profile for an SME hotel.

## What's next for the business?

Hotel Lücke has set clear next steps. Its CSR report states targets for 2026: reducing electricity consumption by 25%, lowering CO2 emissions by 30%, ensuring that at least 10% of the workforce is in training, and raising guest satisfaction to an average of 9.0 out of 10. The same report also names further digitalisation, paperless administration, digital check-in/check-out, EV charging infrastructure, and cooperation with sustainable travel providers as part of the hotel's forward plan.

