



Hotel GSH – Green Solution House

Rønne, Bornholm

<https://bornholmhotels.dk/hotel-gsh/>

Business in Numbers

The hotel offers around 60 rooms in several buildings, plus flexible meeting and conference spaces for up to about 350 participants. It attracts leisure guests, study visits and professional events interested in green innovation. Hotel GSH holds Green Key certification and has received multiple Danish and international awards for sustainable architecture and environmental performance.

Fjordlys Eco Inn & Bistro

Hotel GSH – Green Solution House is a four-star hotel and conference centre in Rønne on Bornholm. It is designed as a living showcase for circular sustainability, combining comfortable rooms, meeting spaces and a restaurant with ambitious environmental solutions such as renewable energy, waste reduction and healthy indoor climate.

How is sustainability visible in daily operations?

Sustainability is visible everywhere: buildings use recycled and cradle-to-cradle certified materials, timber construction and solar cells integrated into façades and balcony glass. Rainwater is collected and treated on site, carpets and textiles are chosen for indoor air quality, and sheep help maintain green areas instead of petrol lawnmowers. Cleaning, purchasing and maintenance routines all follow clear environmental guidelines..

How is food waste monitored or reduced?

The restaurant works with local and largely organic ingredients, including vegetables from on-site greenhouses and kitchen gardens fertilised by nutrients from processed food waste. Local honey from the hotel's own bees is served at breakfast. This short supply chain strengthens the Bornholm food economy and gives guests a clear sense of place.

How is food waste monitored or reduced?

Local and mainly organic ingredients are central to the food concept. The restaurant cooperates with producers on Bornholm for vegetables, dairy, meat and drinks. Greenhouses and kitchen gardens on the site supply herbs and seasonal produce, fertilised using nutrients recovered from processed organic waste. This strengthens the island's food economy, cuts transport emissions and gives guests a clear "taste of Bornholm".

How is digital used to grow and promote the business?

Hotel GSH relies on a strong digital presence to reach guests interested in sustainability and design. The website and booking platforms highlight its environmental solutions, room types and meeting packages with images, videos and clear explanations. Digital brochures for conference planners describe technical equipment and green services, while online review sites and tourism portals reinforce its position as an innovative, climate-conscious destination.

What data is informing key decisions?

Operational decisions are based on continuous monitoring of energy, water and indoor climate. Data from solar panels, heating systems and ventilation is collected and visualised in dashboards, including an energy display in the lobby for guests. This helps management identify where systems can be adjusted, when maintenance is needed and which investments provide the greatest reduction in resource use and carbon footprint.

How is Social Media shaping Customer Relationships?

Social media and online travel platforms help shape expectations before guests arrive. Photos and stories about the hotel's architecture, food and landscape attract visitors interested in sustainability. Reviews and comments give direct feedback on comfort, service and green features. By responding and sharing updates, the hotel builds trust, clarifies its concept and strengthens relationships with guests who value environmental responsibility.

What tools support energy or waste tracking?

The hotel uses integrated monitoring systems that track electricity, heat and sometimes water use for different parts of the building. These are visualised in interactive dashboards used by staff and shown to visitors as part of the learning experience. For waste, separate collection and processing of organic material allows measurement of volumes going into biogas or pyrolysis, helping evaluate improvements over time.

How does community involvement support sustainability?

Hotel GSH works closely with local stakeholders and acts as a demonstration site for Bornholm's green transition. It hosts study tours, professional workshops and knowledge-sharing events for businesses, students, architects and policy makers. By opening its technical solutions for visitors to see and discuss, the hotel supports learning, encourages similar projects in the region and strengthens Bornholm's image as a sustainable island.

Use of AI

Public information mainly highlights smart sensors, automation and data visualisation rather than specific AI tools. Heating, ventilation and lighting are managed by digital control systems that optimise performance based on sensor data. While these may use algorithms similar to AI in the background, Hotel GSH is best described as highly data-driven and intelligently controlled rather than clearly marketed as "AI-powered".

