



Hotel Luise, Erlangen, Bavaria, Germany

## Business in Numbers

Founded: 1956

Type: Family hotel in the 3rd generation

Rooms: 92

Employees: public sources currently list 32 employees on the hotel overview and 30 team members on the sustainability facts page

EV charging: 2 charging stations

Digital channels: website with online reservation, Facebook, Instagram and X

Positioning: climate-positive hotel

## Business Overview

Hotel Luise is a family-run city hotel in Erlangen that has made sustainability part of its identity for decades. The hotel presents itself as a circular, climate-positive hospitality business and combines accommodation with a spa, lounge, rooftop, microforest, rental bikes, and strong public-transport access. Its long-term vision is to become the “hotel of cycles” or circular hotel.

## How is sustainability visible in daily operations?

Sustainability is embedded in daily operations rather than treated as a side project. Hotel Luise says it has been committed to environmentally friendly travel since the late 1980s and now documents more than 270 sustainability measures. It operates with 100% green electricity, uses its own photovoltaic system, reuses rainwater for toilet flushing, and has built its brand around circularity and resource-conscious design. The hotel also developed a circular hotel room based on the Cradle-to-Cradle principle, using materials designed to remain recyclable or biodegradable.

## How is waste monitored or reduced?

Breakfast is organic, regional, fair, and zero waste. Hotel Luise also links its wider hospitality concept to a zero-waste philosophy and to the goal of using ingredients as fully as possible. Water, waste, and energy figures, waste avoidance are integrated parts of the concept.

## What is the role of local sourcing?

Local sourcing plays a visible role in the guest offer. Hotel Luise says the majority of its breakfast products are certified organic, regional, or Fairtrade, and it also notes that its drinks are bio-certified and mostly sourced from the region. The hotel links food quality, environmental responsibility, and regional value creation closely.

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

Digital channels are part of both sales and storytelling. Hotel Luise offers online reservation through its website, maintains visible social-media channels, and uses its digital **Wall of Change** to present sustainability projects, partners, implementation periods, and related SDGs. This turns digital communication into more than marketing: it also functions as transparency, education, and brand differentiation.

## What data is informing key decisions?

Hotel Luise uses extensive monitoring and regular external analysis to track its performance. According to its sustainability material, it documents and analyses water, energy use across heat/cold/electricity, and consumption behaviour through load-profile measurement. It also publishes selected KPIs, including **166.45 litres of water per overnight stay**, **70g residual waste per overnight stay**, and **25.74 kWh of energy per overnight stay**, each benchmarked against industry averages.

## How is purpose embedded in branding and storytelling?

Purpose is central to the brand. Hotel Luise does not present sustainability as a generic claim; it turns it into concrete, visible storytelling through the **circular hotel room**, the **Wall of Change**, the **microforest**, and the wider vision of becoming a circular hotel.

## How is sustainability communicated to customers?

Sustainability communication is unusually transparent. Hotel Luise uses both an analogue wall in the lobby and a digital Wall of Change, where guests can see individual measures, implementation periods, SDG links, and project partners. It also communicates concrete operational practices such as green electricity, circular materials, regional and organic food, rainwater use, and climate-positive certification.

## What's next for the business?

The future direction is clear: Hotel Luise wants to deepen its transformation into a **hotel of cycles**. Its public vision describes a hotel where energy and water management, design, food, and guest learning are connected more systematically, with the ambition to make sustainability tangible through **300+ measures** over time. The hotel also links this future to training, talks, and inspiration for guests who want to engage more deeply with sustainability topics.

