

Stays with reduced CO₂ emissions

Category

 optimization
 of the offer

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Interfaces Chambres D'Hôtes offers its customers an innovative concept to come and discover the Epernay region by implementing actions to reduce the carbon footprint linked to the stay, such as the provision of electric cars for travel, of its guests.


Environmental and social benefits






Support for more sustainable mobility

-1kg

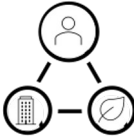


saved per night

-7,5t



saved in total



Mobilization of a societal ecosystem: business, consumer, citizen, environment

Customer experience recommendation model



in Epernay since 2014



Revenue over the last 2 years

Valuable creation



Success factors





Risk taking for a new business mod



Perseverance and continuity in action



Associated investments to give yourself the means to achieve your ambitions

Description of the initiative

Synthetic description :

- Linterfaces Chambres d'hôtes is a self-business launched in July 2007. It works on actions to reduce the carbon footprint associated with its guests' stay, such as providing electric cars so that they can discover the region.
- In addition to this, Linterfaces Chambres D'hôtes decided on its own scale to prove that a company could operate and develop commercially without external advertising but only with digital word of mouth by promoting its commitments to environmental impact. In this sector of activity where distribution with O.T.As (Online Travel Agency, Booking, Expedia and other Airbnbs) is becoming more and more essential every day, the company has chosen to sell directly and rely solely on reviews. TripAdvisor customers.

Communication with consumers :

- Advertisement :
 - In terms of the initiative, this customer experience has so far not been the subject of any press article, nor any communication in the media, only comments via customer reviews. Communication with consumers was carried out by the customers themselves who shared their experience with their peers and recommended the establishment for its environmental commitments.
- Tourist guides: Since 2023 Linterfaces Chambres d'Hôtes is listed
 - In the Tao guide, ethical and sustainable travel,
 - In the Michelin green guide.

Next steps and objectives related to this initiative :

- Linterfaces Chambres d'Hôtes is working on two projects as a continuation of this initiative :
 - CO2 meter :
 - Upcoming creation of a website with the integration of a CO2 meter on the home page in order to raise visitors' awareness of eco-friendly actions and make this experience public. The goal is to bring together new players in the region around a common approach. The long-term objective: With a common counter, everyone's actions can be pooled and encourage a dynamic of change in the selection criteria for choosing a destination, a purchase of Champagne or accommodation.
 - Transport actions :
 - Solicitation of a car manufacturer, a bicycle manufacturer, a green electricity supplier and surrounding public transport companies to offer a "turnkey" service to other accommodations.
- Linterfaces Chambres d'Hôtes is also in the process of obtaining certification in 2024 to obtain the international "CLEF VERTE act for sustainable tourism" label.

NOVATIVE CHARACTER

- The innovative nature of this initiative lies in the fact that it provides a free solution to guests and responds to the problem of their mobility regarding their tourist accommodation.

VALUABLE CREATION

For the company :

- Creation of a new business model: stopping traditional SEO and advertising campaigns to reinvest in the service provided to customers and focus on the positive recommendation associated with this experience.
- Investment: A burden shift is made for the company by transferring advertising and distribution costs into investment. The latter are used to improve the service offering or to create new products in the fight against climate change.

Key figures on value creation :

- Rankings :
 - N° 1/18 on the TripAdvisor ranking in Epernay since 2014
 - N° 4/725 on the Chambres d'Hôtes Grand Est ranking
- Evolution of turnover: increase of +62% over the last 2 years

ENVIRONMENTAL IMPACT

Environmental and/or social benefit(s) of the initiative :

- Social benefit: Through its business model, Linterfaces Chambres d'Hôtes creates a societal ecosystem bringing together the company, the citizen consumer and stakeholders in the region
- Environmental benefits :
 - Linterfaces Chambre d'Hôtes, through a series of actions listed on its environmental charter, reduces energy consumption and limits CO2 emissions: saving water and energy, limiting and sorting waste, maintaining green spaces without pesticides.
 - By offering the loan of electric cars, Linterfaces Chambres d'Hôtes encourages gentler mobility and therefore the preservation of the region, rich in biodiversity and terroirs.

Key figures on the impacts of the initiative :

- 1kg of CO2 saved per night per guest
- 1kg of CO2 saved every 10km traveled in an electric car
- 7.5 T of CO2 saved since the opening of Linterfaces Chambres d'Hôtes

TEACHINGS

Difficulties encountered and means put in place to overcome them :

- Platform challenges :
 - When it launched the provision of electric vehicles to my guests in 2017, TripAdvisor changed its business model. It has become an O.T.A in the same way as BOOKING, EXPÉDIA and others. Concretely, this resulted in an immediate loss of visibility of my page on their site, which therefore slowed down the growth expected by the launch of the initiative.
 - In response to this, the idea was to establish a new recommendation system for the place and to invent a system consistent with the beliefs and commitments of the owners and to self-finance it.
- Unusual character : This experience goes against all established practices in the industry. In this sense, this project was self-financed by the founder of Linterfaces Chambres d'Hôtes.

Difficulties encountered and means put in place to overcome them :

- Agree to take risks to build a new business model
- Perseverance and continuity in action to install the new business model
- Associated investments to give yourself the means to achieve your ambitions