

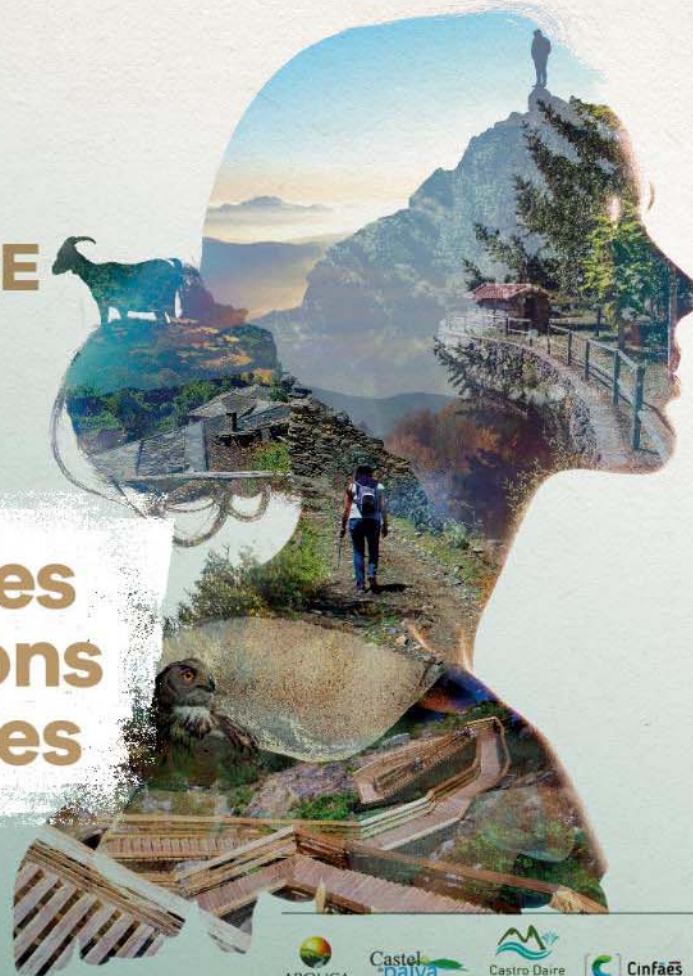


# EUROPARC CONFERENCE

06 — 10  
Sep 2017 *Montanhas  
Mágicas®*  
Portugal

**New Voices  
New Visions  
New Values**

*for People  
and Nature  
in Europe*



ADIRIMAG



MONTANHAS MÁGICAS®



2017  
INTERNATIONAL YEAR  
FOR SUSTAINABLE  
DEVELOPMENT



Castel  
palva



Cinfaes



TURISMO DE  
PORTUGAL



porto norte

COMPETE  
2020

PORTUGAL  
2020





# Spain's Secret Sierra

## Owner/ Manager

## Posadas Alájar

**New Voices  
New Visions  
New Values**

*for People  
and Nature  
in Europe*



ADRMAG  
ASSOCIAÇÃO DE RECREIO  
MONTANHA, ACTIVIDADES E  
DESENVOLVIMENTO



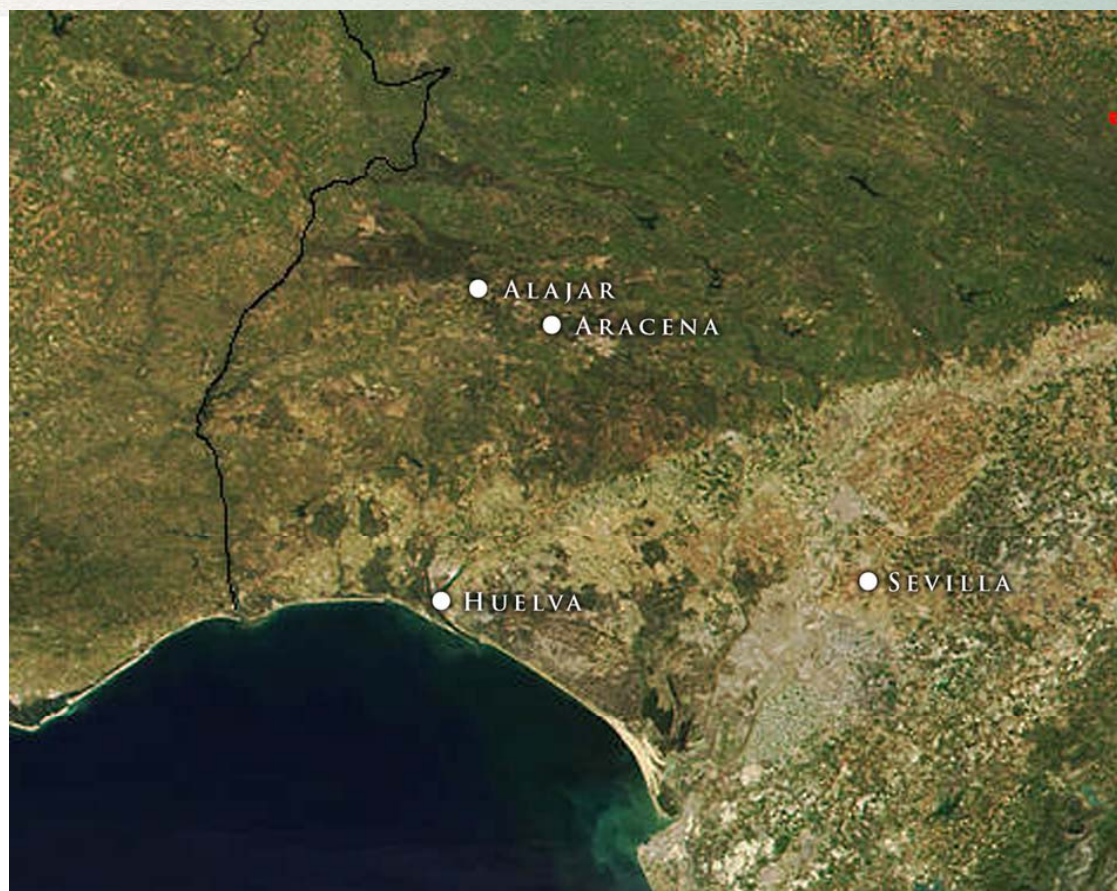
MONTANHASMÁGICAS®



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE  
DEVELOPMENT









## **Protected Area Sierra de Aracena and Picos de Aroche Natural Park**

2004: One of the first Natural Parks in Spain to be accredited with the European Charter for Sustainable Tourism

2008: Renewed. Introduction of Phase II

2017: Phase III never implemented. Now in political limbo!





•2008: La Posada de Alájar invited to join the ECST

2009: One of the first 10 companies to be accredited

2012: Certificate Renewed

2017: Awaiting further information



## Posada de San Marcos

Bought the property in 2007 with the ambition of providing a unique, comfortable and sustainable Posada both in the building and with the running of the business in line with the Natural Park we find ourselves in

We opened in 2011 and from have continued to improve our sustainability and carbon footprint every year





## New Voices / New Visions / New Values for People and Nature in Europe

### San Marcos Project (English)

La Posada de San Marcos

#### LA POSADA DE SAN MARCOS

The property originally dates back to early 19<sup>th</sup> Century and was a typical building from the village, making use of the street level for the living quarters and the lower level at the back for cellars, used for storage and for curing hams and charcuterie. The building had been unoccupied for over 40 years and was considered a ruin locally and, interestingly, according to the villagers it has had various names through its life. We purchased the property and the land behind it in 2007 – it amused us that we were congratulated on the purchase in the village before we had actually shook hands on the deal! The project began to take shape although we were faced with a number of challenges when we presented the plans to the department of culture and heritage in Huelva which delayed the process substantially at this stage. However, everything was finally approved and the renovation project commenced in December 2009. We must have had the wettest winter on record that year, as the rain started mid December and didn't really stop fully until May 2010. We all fully expected to finish the project a couple of months after the official completion date but nothing really ever goes to plan and the stress levels certainly got high towards the end!

#### OUR PROJECT

We have created a low impact environmentally friendly building using as much of the original material while introducing modern day elements. The stone in the perimeter walls is from the old house as is the sand used to mix the mortar; the roof tiles were carefully removed and have been reused to ensure the building blends in with the rest of the village when seen from the Peña. Angel also managed to save enough to use them as wall lights in the public areas of the house. All the old chestnut beams and the original front door were renovated by our local carpenters and Angel has made a small wardrobe in one of the bedrooms using one of the old doors from the original house. The majority of the furniture used is antique and Angel has put in many an hour restoring it – each room is decorated in a different and rather eclectic way! Lots of the old bottles we are using for decoration were found in the house and as time goes by we will be decorating the house with items usually found up in somebody's attic!

As for the structure of the building, we are unique in the area. We have designed the building to be classified as energy efficient A using as many natural elements as possible. We have used natural cork as insulation for the front and roof of the building. Natural cork is fire proof, repels dampness and provides high thermal and sound proofing. In the interior separations (bedrooms, bathrooms, corridors) we have used natural sheep's wool due to its high thermal, sound and humidity proofing properties. All the interior doors have been made with FSC wood and the exterior doors and windows are all double glazed to a high standard.

Calle Colón 12, 21340 Alájar

#### La Posada de San Marcos

On a trip to USA over 15 years ago we spent a couple of nights in an establishment that was heated and cooled by ground source energy. When we embarked on this project Angel decided to investigate this type of energy to see if we could use it at La Posada de San Marcos. It was a difficult task as the concept was still very much in its infancy in Europe then. Angel managed to find a company based in Madrid and we went to visit a property where ground source/ heat pump energy had been installed. We were convinced that this approach was better than any other form of alternative energy; it covers all our heating, cooling and hot water needs through under floor heating/cooling and extra support through a ventilation system of fan coils for the hotter/ colder months. The visual impact is nonexistent and the mid-term savings are considerable. Ground source energy extracts heat from the ground at a constant temperature between 15° to 17° throughout the year irrespective of the weather above, it is then converted to the necessary temperature through a machine the size of a fridge using gases. We are the first company to use ground source energy in the area and one of the very few in the whole of Andalucía. The initial cost was more than our first apartment in Seville but the investment should pay for itself in 8-10 years depending obviously on our occupancy. The fact that we are using a natural and clean form of energy that will reduce our electricity consumption by 75% is very motivating.

Rain water is collected in the existing well from the property and then sent to the tanks to be used for the toilet flushes and the garden irrigation system. The toilet flushes have the double flush system and all the taps and showers use the integrated system thus saving 60% on water usage.

We have used environmentally friendly paints throughout the building and all the wood was restored using water based varnishes.

We have installed LED and low consumption bulbs throughout the Posada. We have planted different fruit trees in the garden and endemic plants from the area. We also intend to grow our own organic vegetables in the near future.

#### ALÁJAR

Alájar is a typical village of the Sierra de Aracena y Picos de Aroche. Despite relatively recent improvements in communication and access, Alájar still maintains its age old traditions and characteristics. Its traditions, buildings, cobbled streets, customs and crafts, have achieved heritage status. The village is dominated by the church dedicated to St Marcos, patron of the village, whose Feast Day is celebrated on the 3<sup>rd</sup> Sunday of April. Please ask in reception if you wish to visit the church.

Alájar is a village with fewer than 800 inhabitants but it has plenty to offer: several good restaurants, traditional bars with a choice of regional tapes, a national bank with ATM, a pharmacy and health centre. Shops, big and small, old fashioned and modern, stock a great range of goods. Much sought after local products as Iberian ham, various cured sausages from the Iberian black pig, local goats cheese, honey and ceramics are readily available.

Calle Colón 12, 21340 Alájar

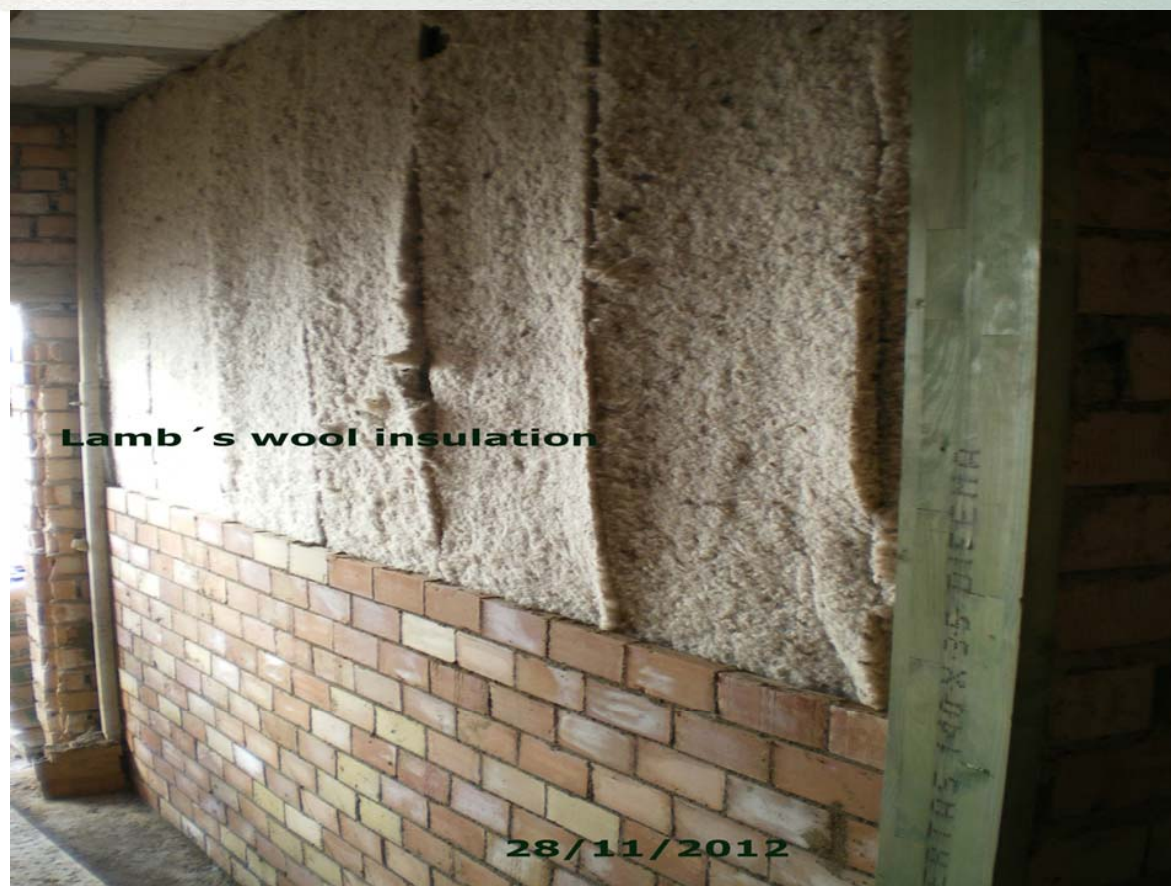
15/05/2014

**Double System of Water in Toilets**











**Rain Water Stop Valve for toilets**



15/05/2014



**Low Consumption Taps**

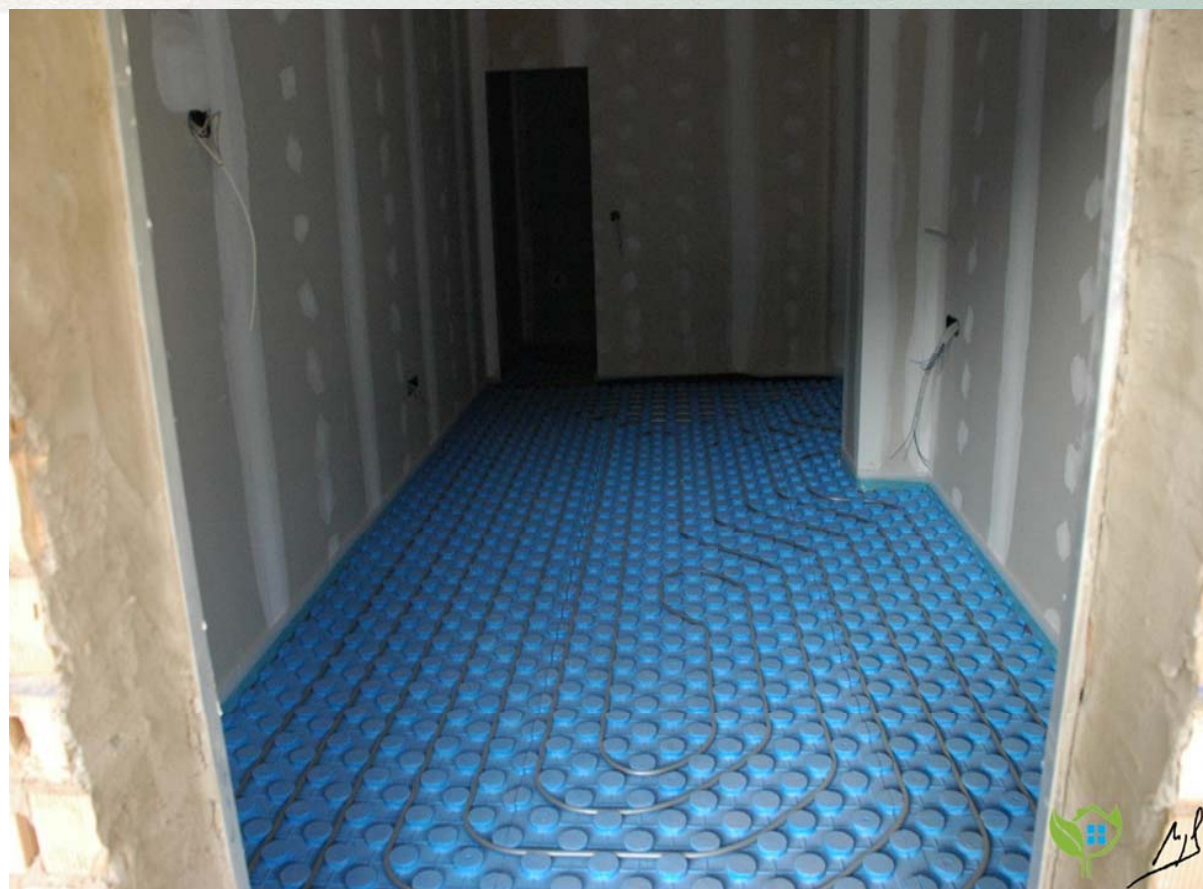
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La Posada de San X Congratulacions X EOH22013 - pag X RV: CONGRESO E X WhatsApp X Eficiencia energ X Maneras de hac X Lucy Jane X

www.unielectrica.com/energia-renovable/

Aplicaciones Google Calendar WhatsApp Web gmail BBC - Radio 2 El Tiempo en Alájar Google Maps Posada San Marcos en.posadasalajar.com Jacquie Lawson Otros marcadores

## Unieléctrica: 100% Energía renovable

Existen dos tipos de fuentes de energía:

La **Energía no renovable**, que existe en una cantidad limitada y una vez agotada no puede sustituirse: Petróleo, Carbón, Gas Natural y Nuclear.

La **Energía renovable**, también llamada verde y que produce muy bajo impacto ambiental: geotérmica, solar, eólica e hidráulica. Además de ser fuentes de energía primaria, que no se agotan con el paso del tiempo, el impacto medioambiental es mínimo, 31 veces inferior al de las energías tradicionales, ya que no emiten subproductos que lo perjudiquen.



**Unieléctrica**  
la energía que alarga la vida

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- > **Energía renovable**
- > Fórmula index
- > Oficina online
- > Solicite oferta

**Ventajas para tu negocio.**

- Fundamentalmente por preservar el **Medio Ambiente**. Actualmente a causa del calentamiento global y el efecto invernadero, se hace más necesario el uso de Energía Renovable por el futuro de nuestro planeta y de las generaciones venideras.
- Particularmente para su empresa, contribuirá muy positivamente a la **Responsabilidad Social Corporativa**, la gestión responsable de su organización empresarial incidirá muy directamente en la imagen que tengan sus clientes de su marca y de su producto.
- Para **contrataciones con Administraciones Públicas**, que valoran muy positivamente en sus pliegos de condiciones el uso de Energía Renovable.
- Es una energía que tiene el **mismo precio y la misma calidad** que la tradicional.
- Las gestiones y los trámites para la contratación son los habituales de cualquier comercializadora, sin ningún tipo de requerimiento técnico adicional.

Windows Taskbar: 21:06 30/08/2017

# Communication

- Eco Corner – provides a complete picture of what we do
- Info in the room files
- Face to face - explain the GS system in the tech room
- Web page
- Trip Advisor Green Leaders Programme

# Guest Feedback

- Trip Advisor – As part of the Green Leader programme reviewers are encouraged to comment about the eco friendly practices they find at the establishment

PREMIO EMPRESAS TURÍSTICAS COMPROMETIDAS CON LA SOSTENIBILIDAD AMBIENTAL



**MENCIÓN ESPECIAL**  
**2014**



**POSADA DE SAN MARCOS**

Empresa adherida a la Carta Europea de Turismo Sostenible que acredita su grado de innovación y compromiso con el cumplimiento de los objetivos de sistema europeo de indicadores turísticos ambientales y su compromiso con la conservación de la naturaleza en el **Parque Natural Sierra de Aracena y Picos de Aroche**



Carles Castell Puig  
Presidente de EUROPARC-España

Jurado del Premio 2014: representantes de la Federación EUROPARC, EUROPARC-España, la Subdirección General de Medio Natural del Ministerio de Agricultura, Alimentación y Medio Ambiente, y TUREBE (Agrupación Empresarial Innovadora Ecoturismo Responsable en la Biosfera)





**PLATINUM**  
2014

  
Stephen Kaufer, CEO and Co-founder



**PLATINUM**  
2015

  
Stephen Kaufer, CEO and Co-founder



**PLATINUM**  
La Posada de San Marcos

ONGOING COMMITMENT TO ENVIRONMENTALLY FRIENDLY PRACTICES

August 15 2017: Greenleaders Platinum



**Certificado de Excelencia**  
 — GANADOR DE 2013 —

La Posada de San Marcos

SEGÚN LA SIGUIENTE PUNTUACIÓN, OTORGADA POR LOS CLIENTES EN TRIPADVISOR



  
 Stephen Kaufer, Fundador y CEO, TripAdvisor

VISITE TRIPADVISOR PARA LEER CRÍTICAS Y OPINIONES SOBRE ESTE ESTABLECIMIENTO



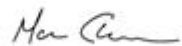
**Certificado de excelencia**

Concedido a

La Posada DE San Marcos

Según la siguiente puntuación, otorgada por los clientes en TripAdvisor



  
 Marc Charron, Presidente de TripAdvisor for Business

Visite TripAdvisor para leer críticas y opiniones sobre este establecimiento



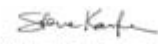
tripadvisor®

**CERTIFICADO de EXCELENCIA**

Otorgado al  
 La Posada DE San Marcos

Según la siguiente puntuación, otorgada por los clientes en TripAdvisor



  
 Stephen Kaufer, presidente y director general, TripAdvisor



LA POSADA DE SAN MARCOS



FOR THE CONSISTENT ACHIEVEMENT OF HIGH RATINGS FROM TRAVELLERS



LA POSADA DE SAN MARCOS



FOR THE CONSISTENT ACHIEVEMENT OF HIGH RATINGS FROM TRAVELLERS



LA POSADA DE SAN MARCOS



**WINNER**

LA POSADA DE SAN MARCOS

THE VERY BEST OF HOTELS, AS CHOSEN BY MILLIONS  
OF TRIPADVISOR TRAVELLERS.

# Conclusions

- Spanish Market is very price sensitive
- Northern European market appreciate the fact that the accommodation is more sustainable than others in the area but it is not the main reason people stay
- Difficult to find the niche market we believe to be out there



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