EUROPARC CONFERENCE
06 — 10 Sep 2017
Montanhas Mágicas®

New Voices
New Visions
New Values
for People and Nature in Europe
Spain’s Secret Sierra
Owner/Manager
Posadas Alájar
New Voices / New Visions / New Values
for People and Nature in Europe
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.
Posada de San Marcos

Ground Source Machine

Hot Water Tanks

Cold Water Tank

May 1st 2014
Information centre about Ecological measures in Hotel
San Marcos Project (English)

LA POSADA DE SAN MARCOS

The property originally dating back to early 17th Century and was a typical building from the village, making up of the oldest local for the living quarters. It is now a small hotel with a total of 12 rooms and the entrance at the back for services, used to be a stable, a kitchen and a pantry. The building has been renovated over the years and now features modern amenities.

The purpose of the project was to restore and convert the old building into a hotel, maintaining its historical character and adapting it to modern standards. The project was carried out by a team of local artisans, who worked closely with the architect to ensure that the original features were preserved.

The building was divided into four separate wings, each with its own entrance and a separate courtyard. The public areas were designated in the main wing, which also housed the restaurant and the reception area. The remaining wings were converted into individual guest rooms, each with its own bathroom.

The rooms are furnished with antique pieces, and the decor is a blend of traditional and modern elements. The beds are fitted with高质量 mattresses, and the bathrooms are equipped with modern fixtures.

The project was completed in 2012, and the hotel has since become a popular destination for tourists visiting the region.

San Marcos Project (English)

LA POSADA DE SAN MARCOS

On a trip to USA over 10 years ago we spent a couple of nights in an establishment that was housed in the original old building, offering a unique experience. We then saw the potential of converting this building into a hotel. As we were in the process of buying a house in the area, we saw an opportunity here.

We purchased the property and the land behind it in 2010, and it was decided that we would purchase the adjacent building, which we saw had potential to be converted into a hotel. The project began in 2012 and took shape as a result of the hard work of both the architect and the builders.

The concept was to retain the original character of the building while adding modern amenities. The hotel was designed to be environmentally friendly, with solar panels on the roof to generate electricity and hot water for the rooms.

Our Project

We have created a low impact environmentally friendly building using as much of the original materials and techniques as possible. The two wings are connected with a central corridor, and the two sides are covered with greenery to provide shade and privacy.

The hotel is designed to be energy-efficient, with a focus on sustainability. The materials used in the building are environmentally friendly, and the hotel is designed to minimize its impact on the surrounding environment.

The hotel has a total of 12 rooms, each with its own bathroom and a private terrace. The rooms are furnished with antique pieces, and the decor is a blend of traditional and modern elements. The beds are fitted with高质量 mattresses, and the bathrooms are equipped with modern fixtures.

The hotel is open to all, and we welcome guests from all walks of life. We hope that you will enjoy your stay with us and that you will have a wonderful experience.

San Marcos Project (English)

LA POSADA DE SAN MARCOS

Calle Cón 12, 27105 Aldejar

15/05/2014
Natural Cork Insulation
Lamb’s wool insulation
Rain Water Stop Valve for toilets
Low Consumption Taps
Rain water tanks for WC & Irrigation
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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.

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 plazos 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.
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
MENCION 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

Carlos 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 TUREIB (Asociación Empresarial Innovadora Ecoturismo Responsable en la Biosfera)
August 15 2017: Greenleaders Platinum
Certificado de Excelencia
GANADOR DE 2013
La Posada de San Marcos

Concedido a
La Posada DE San Marcos

Ganador de 2014
Certificado de excelencia

Certificado de Excelencia
CERTIFICADO de EXCELENCIA

Otorgado al
La Posada DE San Marcos
New Voices / New Visions / New Values for People and Nature in Europe

2014
TRAVELLERS’ CHOICE™
tripadvisor®
LA POSADA DE SAN MARCOS

2017
TRAVELLERS’ CHOICE™
tripadvisor®
WINNER
LA POSADA DE SAN MARCOS

THE VIEW FROM THE NEST, AS VOTED BY VISITORS 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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