

## Winner of the EU Ecolabel Communication Award 2012

The Utjeha Apartments is the first EU Ecolabel certified tourist accommodation in Montenegro. Located between the cities of Bar and Ulcinj, these luxury apartments in a beautiful location also exemplify environmental consciousness in their business. Awarded with the EU Ecolabel in 2012, the Utjeha Apartments continue to encourage the development of sustainable tourism in Montenegro, as it supports the country's "Wild Beauty" brand philosophy.

*"The EU Ecolabel is a perfect tool to protect the environment and creates a positive guest experience. It supports Montenegro's brand "Wild Beauty", its sustainable tourism strategy as well as our own service philosophy. Not only has it helped us to save on energy and water expenses, it has led to 100% guest satisfaction when paired with great service and information about the EU Ecolabel. The credibility as an ecological state can only profit from wider implementation of sustainable tourism, and we are prepared to support the expansion in many ways."*

- Michael R. Bader, Manager of the Utjeha Apartments



### Campaign goals

The campaign goal was to promote the first tourist accommodation with the EU Ecolabel in Montenegro and raise awareness about environmental protection by setting an example through their staff and facilities. It aimed to be an example for other tourist accommodations, showing the possibility to increase environmental protection without any loss of quality or comfort for the guests. The campaign also encompassed active involvement of guests and employees through the social engagement with the local NGO Humanitarna Familija.

### Outcomes and results

Increase in the number of rentals, guest satisfaction and 100% recommendations rate (Top 1 in Montenegro by HolidayCheck). The results of a guest survey also showed that more than 90% of the guests would consider the EU Ecolabel certification for holiday choice and more than 10% of them chose Utjeha Apartments only because of their EU Ecolabel certification. The Utjeha Apartments have received positive reactions from the local authorities and tourist accommodations, encouraging other tourist facilities to adopt an eco-friendly structure.

### Target audience

Target audience included local tourism organisations, other tourist accommodations and hotel guests.



Hotel guest questionnaire



EU Ecolabel information on their website



Advertisement for Utjeha Apartments

### Tools used

- **The EU Ecolabel logo** fully integrated in all the **marketing materials, leaflets and brochures** contain the information concerning the EU Ecolabel, available in German, English, Montenegrin and Russian
- **The EU Ecolabel dedicated section** on the Utjeha Apartments **website**
- **The EU Ecolabel Certificate displayed** in the hotel lobby and in every apartment
- Several **press releases**
- **Wikipedia entry**