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How the First Mile tactics led to

A 25% REDUCTION IN ENERGY CONSUMPTION AT KVITNES GÅRD



©Eivind Natvig



SMART SETTINGS, BIG SAVINGS

After installing **smart thermostats** in all bedrooms and **setting a default temperature of 18°C**, Kvitnes Gård saw a **26.5% drop in electricity** consumption during the summer. Upon checkout it was observed that thermostats were **left at 18°C in 77% of rooms.**



WARMTH, THE NORDIC WAY



Alongside smart thermostats, Kvitnes Gård provided **wool blankets and socks**—just as Nordic people have at home—offering guests **an alternative that made extra heating less necessary.** In the bathrooms, **5-minute sand timers** and traditional **washcloths** further encouraged energy-saving behaviors.



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COMMUNICATING CHANGES



WILL YOU HELP US
Save Energy?

LEAVE LESS
WANT TO REDUCE THE ENVIRONMENTAL FOOTPRINT WHEN STAYING AT KVITNES GÅRD?

The biggest impact you can do is to help us reduce the energy consumption used for heating and hot water

 We have set the default temperature to 18°C. You can of course adjust the temperature as you like, but we will be very glad if you set it down again to 18°C when you check out

 Instead of putting on the heater, why not drape your feet and body in wool? Here in Kvitnes you can find colourful "Lester" and blankets everywhere. Feel free to use it for some real coziness and warmth

 Can you reduce the time you use in the shower? You will find a 5-minute sand timer in the shower to help you keeping track of the time. Or skip the shower and use the good old cloth for a quick wash.

SCAN THE QR-CODE FOR MORE INFORMATION ABOUT THE PROJECT

In these premises, the thermostates, socks, blankets and sandtimer were funded by the European Union as part of the First Mile Project

FIRST MILE **TO BETTER TOURISM** 

At a higher-end establishment like Kvitnes Gård, **thoughtful communication was key** to ensuring guests understood these initiatives and did not perceive them as poor service.

Signage throughout the property framed these changes as part of the unpretentious Nordic luxury experience.



GUEST PERCEPTIONS

Most guests did not mind the changes, however those who booked through travel agencies—and thus did not receive any pre-arrival information directly from Kvitnes Gård—were less inclined to them.



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MEET KVITNES GÅRD

A farm-to-table restaurant and boutique-hotel



located in Vesterålen, Norway.



More at kvitnes.com



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