



Ibis Tallinn Center

An Aspirant Towards Sustainability and Innovation Leverages AI to Deliver Excellence in Guests' Experience



Introduction

Ibis Tallinn Center Hotel, a part of the Accor Group and Duco Hotels, is a modern and stylish hotel in the heart of Tallinn, Estonia. Leading the region's green transformation, Ibis Tallinn Center is an excellent example of the hospitality industry leveraging Artificial Intelligence (AI) to achieve climate neutrality while keeping the guests' comfort at the heart of every decision.

This property aims to become the flagship for innovation, ESG compliance, and sustainability in the region and for the Accor Group. Last year, Ibis Tallinn Center partnered with R8 Technologies to accelerate the hotel management's green initiatives even further with the help of a human-centric AI solution, the R8 Digital Operator Jenny.

Since March 2023, **the 190 rooms** of Ibis Tallinn Center, which combine comfort, innovation, and sustainability under one roof, are operated by R8 AI.

The data-driven solution is integrated into the building's management system (BMS), ensuring heating, ventilation, and AC (HVAC) systems run like clockwork. The AI-powered HVAC control delivers remarkable energy savings, making **over 400 autonomous system adjustments** per day to ensure a comfortable indoor climate tailored to guests' preferences.

"The well-being of guests and staff is the main priority at any hotel. The co-operation with R8tech and their R8 Jenny supports our hotel to offer a comfortable indoor climate that meets everyone's wishes with remarkable energy savings at the same time. Also – this way, we achieve the Accor Group targets for ESG and sustainability".

Madis Laid
Duco Hotels Managing Director

Embracing Innovation

Innovation has long become a natural part of the Ibis Tallinn Center. It can be noted throughout the operations, from AI-based price building to cloud systems and digitalized in-room solutions that replaced traditional printed materials.

The management team believes in developing technical solutions and AI for everyday tasks, allowing the hotel staff to shift from manual work to providing heartfelt and warm guest experiences. Exploring further cutting-edge technology led Ibis Tallinn Center to implement R8 Digital Operator Jenny.

It was quite a surprise for some staff members to discover that rapid energy savings and a perfect indoor climate can be both achieved with data-driven AI.

"In our hotels, we strive to go the extra mile, bringing on board innovative solutions that can deliver real value to our guests. You can make as many outstanding advertisements as you want, but the actual guest experience matters most. We believe that every small detail counts, and this shared mindset of continuous development is what makes Ibis Tallinn Center an exceptional experience for our guests".

Elen Kahro
Duco Hotels Brand & ESG Manager

Ibis Tallinn Center is an excellent example of a modern hotel that combines highly digitalized operations management with a visionary mindset, which, without a doubt, helped accelerate the launch of R8 Digital Operator control.



Setup in just eight weeks, the AI transition and control were so flawless that the guests didn't notice the transition period.

"It was as smooth of a setup as it can be. All thanks to the excellent cooperation with the Ibis Tallinn Center technical team, their genuine interest in how AI control works, and their highly digitalized building systems. While R8 Jenny provides significant energy costs and CO₂ reductions, I see R8 Climate Panel delivering the biggest value for Ibis Tallinn Center as it enables to set up and maintain the desired indoor climate on all premises," says Karl Mustjõgi, R8 Technologies Head of Customer Operations.

Operating Efficiently

Like with any business, keeping costs at bay is critical for efficient operations. At the same time, every hotel must always factor in the guests' comfort as the key priority. The need for a striking balance between both made the R8 Technologies data-driven AI solution a perfect fit.

By optimizing the HVAC systems, in 2023 alone, Ibis Tallinn Center **achieved an average of 12 % in monthly energy cost reduction, saving 55 MWh on electricity and 69 MWh on heating**, freeing up these energy savings for other expenses.

R8 Digital Operator Jenny helped fine-tune the systems and identify particular issues with the room controller logic, adjusting them to reduce energy consumption while maintaining the hotel's exceptional standards for climate comfort.

"With the global pandemic followed by the energy crisis, every euro counts. We would rather spend the freed-up resources on our team as they play a big role in making our guests feel welcome and comfortable during their stay. At the same time, we expected R8tech to make the AI integration flawless.

Our aim was for our guests not to notice the difference when we began the energy savings. I am happy to say that we succeeded. Even though we are significantly saving energy, we haven't had any climate comfort complaints".

Elen Kahro
Duco Hotels Brand & ESG Manager





Sustainability, an Essential Part of the DNA

Sustainability plays an equally vital role in today's global agenda, where efficiency is a must. While the real estate sector is still picking up the decarbonization pace, properties like Ibis Tallinn Center set an extraordinary example of achieving rapid sustainability goals through innovative solutions. Social responsibility, energy efficiency, and waste-sorting initiatives have been a part of the hotel's daily activities.

Since integrating the R8 data-driven AI solution, Ibis Tallinn Center is now able to reduce the CO₂ impact and carbon footprint of the entire building, **cutting it by 45 t CO₂ in 2023**, and access comprehensive data for the ESG reporting, comparing to the baseline and monitoring the accumulative sustainability progress made. The demand response allows tracking the history of adjustments, making building operations transparent and consumption data accessible through connected monthly reporting.

"Sustainability and social responsibility are part of our DNA and one of the main goals in all three Duco Hotels. This commitment to eco-responsibility led us to implement R8 Technologies at our newly operated Mövenpick Hotel Tallinn, marking one of the first steps on our path to becoming even more environmentally responsible. These values grew organically and have been embraced by the team, becoming a natural part of everyday decision-making."

"People who wish to join our hotel teams notice green initiatives, which is one of the reasons they want to be a part of our team. It is about making sustainability your mindset, which begins with being a value within the organization. It then grows gradually and is shared by the guests and other hotel industry leaders. Sustainability and social responsibility are about changing the mindset, which we can achieve together"

Elen Kahro
Duco Hotels Brand & ESG Manager

Leading by Example, the Vision of Regions Sustainable Transformation

The concept of sustainability is no longer a trend. The rapidly changing climate agenda and swiftly coming ESG legislation are making it a must and, for some real estate properties, even a commodity already.

Ibis Tallinn Center has long been at the forefront of sustainability, **certified with the Green Key ecolabel from 2023**, the tourism industry's leading standard for excellence in environmental responsibility and sustainable operation.

Last year, Ibis Tallinn Center joined the Responsible Business Forum Estonia (VEF), which focuses on promoting corporate sustainability and responsibility (CSR) and was **awarded the Silver Level Responsible Business Certificate**. The launch of R8 Digital Operator Jenny was one additional yet impactful step to accelerate sustainable operations further.

"Today, sustainability is a crucial topic that every hotel property must address. We foresee sustainability, ESG compliance, and industry certification, like the Green Key and VEF Responsible Business, becoming a basic level of hygiene in our industry. We are proud to lead the way and share our mindset and vision with the hospitality professionals in our region.

Of course, there are still things to optimize. However, leading the sustainability transformation by example is our way of staying true to our commitments towards the environment, our guests, and the future of our planet".

Elen Kahro
Duco Hotels Brand & ESG Manager

Conclusion

The collaboration with R8 Technologies enabled Ibis Tallinn Center to achieve remarkable energy savings and ensured a comfortable indoor climate tailored to guests' preferences. In alignment with the Accor Group's ESG and sustainability targets, Ibis Tallinn Center can be considered the flagship of sustainability in the region.

The property is a remarkable example of pushing the boundaries and laying the pathway towards climate-neutral real estate.

Without a doubt, the prominent real estate industry leaders are the ones who can make the climate change tables turn. With every property's contribution, we can achieve climate neutrality for our planet and future generations.

**Learn More About
Ibis Tallinn Center Initiatives at**

www.ibistallinncenter.ee

