Sustainability pioneers – Marion Muller and the Lifestyle Hotel SAND

Darmstadt, November 30th, 2017 *** On a regular basis Green Pearls® informs you about visionary personalities who have written history in changing the world to a better place. Part six is dedicated to Marion Muller, owner of the Lifestylehotel SAND.
Swimming against the tide

In the 80s, the time of mass tourism, Marion Muller trained as a travel agent. During her subsequent tourism studies she dealt with “green” tourism for the first time: While the criticism of mass tourism was growing in society, the students developed sustainable concepts, for example for the realization in European nature reserves in the French Alps. The desire to preserve the environment by means of “gentle” tourism was increasing constantly.
A team for sustainability

At that time it was a big step, today it seems more like a logical consequence: Buying her own hotel allowed Marion Muller to act truly sustainable on many levels. Her husband Lambertus was always on her side as a source of inspiration and helping with the refurbishment of the hotel. Together the couple developed and implemented the “green” idea of the hotel: “Exchanging thoughts with a partner is the basis for risk taking and alternative business activities,” as Marion Muller emphasizes the value of the joint work. Today, both of them are equal owners of the hotel.
Stage by stage towards sustainability

A first step towards sustainability was the expansion of the hotel in 2000: On the southern side of the hotel the Mullers installed a solar system. Additionally, they invested in two block-unit power stations that replaced the existing heating system. In 2012, they took the next big step: Their aim was to adapt the interior furnishings. The new design ought to be ecological but unconventional and above all impress with a certain “lifestyle” at the same time. For the choice of their partners, socially acceptable company structures and an environmentally friendly production have played a major role, back then as well as today. Guests in the Lifestylehotel SAND sleep on natural beds made by COCO-MAT, use products by Stop the water for showering and relax surrounded by recycled furnishings by OTdesign. The new name reflects this development: The “Timmendorfer Hof” changed into the “Lifestyle Hotel SAND”. SAND stands for “SandAspiresNaturalDesign” and captures in a
nutshell the combination of lifestyle and environmental awareness of the hotel in the town Timmendorfer Strand.

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A successful vision

These changes were only the beginning: Meanwhile, nearly 30 rooms have been added to the hotel, the use of geothermal energy and photovoltaics has been introduced and more natural products have been used for the furnishing of the rooms. However, Marion and Lambertus Muller had to face challenges repeatedly. Due to strict fire regulations it was not possible to use wood for the four–five story building as originally planned. Not only the colleagues and decision-makers at the municipality Timmendorfer Strand support the chosen path towards a sustainable and modern enterprise, but also the guests
appreciate the natural concept and the deliberate handling of natural resources.

Fairness for humans and environment

At the Lifestyle Hotel SAND, the kitchen has incorporated a sustainable philosophy, using mainly regional ingredients and products. The cheese stems from the Gut von Holstein, the organic wine from the winery Sander and the fish from sustainable fishing. The selection of dishes is mainly regional. Sometimes an international recipe is also allowed to steal in and is reinterpreted by the chefs using local ingredients. At the same time, this strengthens the region’s environmentally conscious enterprises that share the philosophy and quality standards of the SAND. The employees receive regular training, act independently and have sufficient scope for decisions. Social benefits above average and a company pension are a matter of course as well – after all, acting sustainably has top priority for the Mullers.
Showing commitment to protect porpoises

Protection of animals and nature is not less important for the couple: In cooperation with Green Pearls® and the organization Whale and Dolphin Conservation (WDC) the Lifestyle Hotel SAND among other things has organized a guided tour for media representatives at Timmendorfer Strand. The aim was to raise the awareness for the situation of the endangered porpoises, of which only 450 specimens are estimated to still live in the Baltic Sea. In addition to a boat tour, during which two of the shy animals were sighted, a Beach Cleanup of the nearby beach of the Timmendorfer Strand was also included.

The German Green Pearls GmbH with place of business in Darmstadt, Germany unifies international tourism companies that support environmental protection and demonstrate social commitment. Thereby, Green Pearls is the first holding company worldwide that consolidates sustainable hotels, destinations and restaurants in a global data source.

Among the criteria of admission to Green Pearls® Unique Places, are a sustainability plan on management level, sustainable architecture, comprehensive water, energy saving and waste recovery measures, the use of seasonal and regional ingredients in the kitchen, as well as a large commitment for the social balance in each of the vacation regions.

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