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**Majestic**  
BORDEAUX

The Majestic Hotel is an emblematic establishment in the city of Bordeaux, welcoming a French and international clientele, both business and leisure for more than a century. After a change of ownership, the hotel embarked on a total renovation from November 2022 to April 2024. Everything has been reviewed (structure, decoration, plumbing, electricity, carpentry, layout and delimitation of spaces) to offer quality services, in line with new CSR challenges.

## What is CSR and why get involved?

CSR stands for Corporate Social Responsibility. That is, the voluntary integration by companies of social and environmental concerns into their business activities and their relations with stakeholders. In other words, CSR is the contribution of companies to the challenges of sustainable development. A company that practices CSR will therefore seek to have a positive impact on society while being economically viable.

Aware of the impact that tourism can have on the planet, we have decided to make commitments, in line with our values, to continue to welcome our customers with a concern for their comfort, in a responsible manner.

# Our commitments

## 1. We raise awareness among our teams and our customers

### Management training

Our deputy director, who is also responsible for the company's environmental policy, has undergone several specific training courses on the challenges of sustainable tourism, environmental preservation and CSR.

### Team training

All of our teams are also involved and made aware of these issues, thanks to the sustainable development training (June 2023). They know what to do in their daily tasks

### Local production

We choose, as far as possible, to collaborate with local service providers and suppliers who are committed to sustainable development.

### Slow travels

We encourage travel by public transport and/or bicycle. We offer Bordeaux Citypasses for sale allowing tourists to use public transport. We are very close to a tram stop (Quinconces). A bicycle garage has been installed in the hotel.



## 2. We control and save resources

### Isolation

A total and complete improvement of the insulation was carried out during the major renovation work: change of roof, restoration of the double windows. This modernization will allow us to significantly reduce our energy consumption.

### Gaz

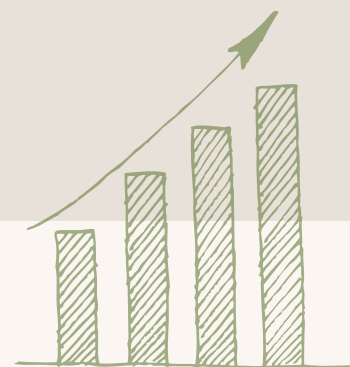
We switched from oil to gas for domestic hot water and central heating in the common areas.

### Compressors

With the renovation, we have added compressors (heat pump) that allow us to cool in the summer and heat in the winter.

### Follow up

We have set up a monitoring table of our electricity, gas and water consumption in order to detect any abnormal consumption.



### Counters

We have installed water sub-meters to monitor our consumption and prevent leaks

### Water

Our toilets have two buttons to opt for the half-flush and our taps are equipped with aerators

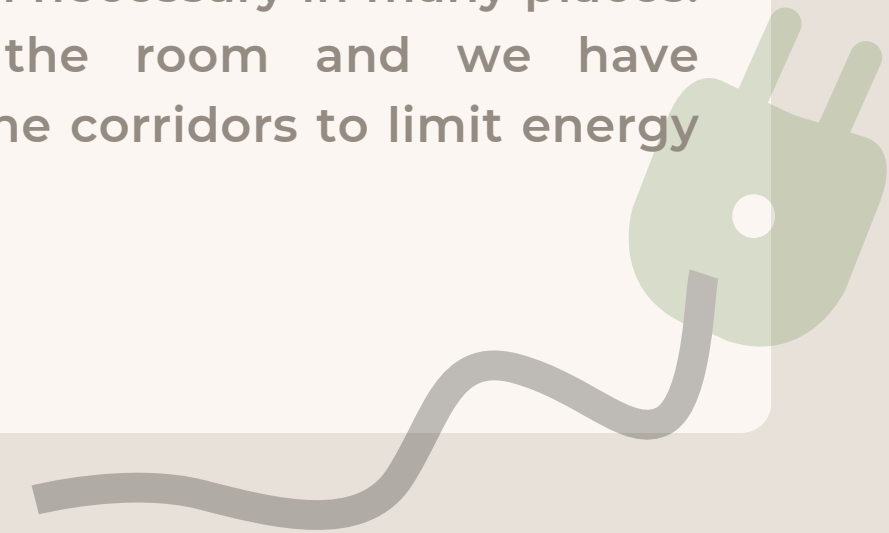


## Thermostats

Our rooms are equipped with individual thermostats. We encourage our guests not to overheat or over-cool their rooms. Our building is built from cut stone, a material which naturally keeps things cool. Blackout curtains also help maintain a good indoor temperature

## Electricity

Electricity is only activated when necessary in many places: card system when entering the room and we have presence detectors / timers in the corridors to limit energy waste



## Light

All of our lighting is LED, which saves energy.



## Reuse

We inform and invite our customers to reuse their sheets and towels thanks to a display in the room in order to limit the consumption of water and detergent.

# 3. We limit and sort our waste

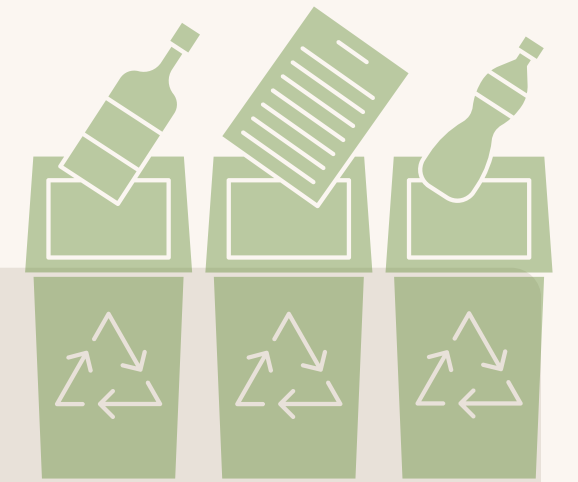
## Recycle

We have installed several sorting points internally and for our customers (recyclable / non-recyclable). The glass is thrown separately into a special bin and the food waste is collected by the Detritivores to be composted.



## Bulk

We work with a majority of bulk or large packaged products to limit unnecessary packaging (e.g. amenities are in large format)

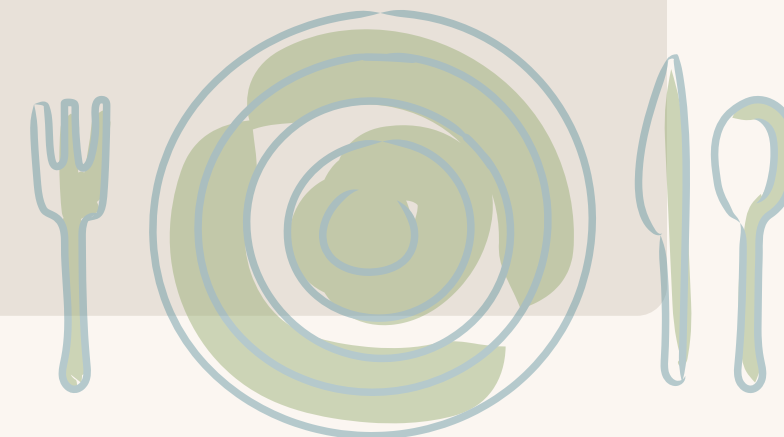


## Reduction of plastic

We have installed a water fountain and a carafe system for our customers to eliminate the use of plastic bottles.

## Reusable

We do not offer any disposable tableware





## 4. We favor sustainable purchases

### Breakfast

We choose local, organic and/or homemade products as much as possible for our breakfast. We offer a selection of products adapted to different specific diets: gluten-free, dairy-free, vegetarian.

### Zero waste

We control our restocking in order to avoid food waste as much as possible.

### Cleaning products

We favor eco-labeled and natural products for our cleaning products. For example, we use white vinegar or baking soda.

### Laundry

We have integrated laundry for the treatment of terry linen, we favor ecological programs for washing. We are thus helping to reduce the volume of laundry transported outside for cleaning.

## 5. Our approach is inclusive

### Elevators

Our establishment has two elevators, speaking, with raised buttons.

### Welcoming PRM

We have two rooms equipped for People with Reduced Mobility.



### Insertion

We collaborate with an Establishment and Service for Assistance through Work (jams) and a Cooperative Society of Collective Interest and Integration Enterprise (compost collector).

### No discrimination

No discrimination is tolerated in our establishment. We respect equality between women and men.



# Our Green Key Label process

In order to make our commitment a reality and engage in a process of continuous improvement, we are in the process of obtaining the Green Key label.



Green Key distinguishes tourist accommodation engaged in a voluntary, efficient and dynamic environmental approach. This label is awarded each year by an independent jury made up of environmental experts and tourism professionals. The Green Key label is a process aimed at constant improvement from year to year. This charter is therefore subject to change and be updated each year.





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# Contact

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