



# Bluserena Resorts, Italy



The Conergy Group is building five solar installations with a total power output of 3.6 MW for the well-known Italian hotel group, BluSerena. These installations are for the resorts in Apulia, Sicily, Sardinia and Calabria. With these solar systems, the Italian hotel chain will be able to power up to three-quarters of its hotel rooms using clean solar electricity, thereby saving up to 78% of electricity costs. In addition, BluSerena will be able to benefit from guaranteed state funding.

For the Cutro project some 3,454 Conergy PowerPlus 225 P premium modules will be installed over an area of 11,000 square metres and an output of 800 KW. It is to be built on top of the carport at the resort in the Calabrian city of Cutro. Three Conergy IPG 300K inverters will feed the clean electricity into the power grid for holidaymakers – a total of almost 1,100 MWh per annum. This will meet more than 78% of the resort’s annual energy requirements.

Thanks to its solar installation, the resort in Cutro does not just boast sun but also green credentials. The installation will save more than five hundred tons of harmful CO<sub>2</sub> emissions a year and preserves the region’s clean air on holidays. This figure equates to the amount of CO<sub>2</sub> absorbed by over 230 trees in a year. The power station has been built flat on top of the carport’s roof, helping it blend harmoniously into the rest of the resort. The hotel in Torre Canne di Fasano in Apulia is just as green. This will use over 2,700 Conergy PowerPlus modules, which provide enough electricity to power 350 households with and 850 MWh of CO<sub>2</sub>-free solar energy, doing the job of 190 trees.

The BluSerena parks show how solar installations can be integrated harmoniously into an overall design. Thus, we can combine aesthetics with climate protection, ensuring progress and sustainability within tourism.” This is precisely what the well-known hotel group is looking to achieve. “For several years now, BluSerena has placed great emphasis on sustainability and ecological compatibility,” says Silvio Maresca, managing director of BluSerena. “After all, nature is our main attraction. Summer is our peak season – precisely when solar installations can generate the highest returns. Therefore, the decision to use clean solar electricity was a no-brainer because of the natural surroundings and us being an ecological company.”

Data			
	Bluserena Apulia	Bluserena Cutro	Bluserena Licata
<b>Date</b>	June 2010	June 2010	June 2010
<b>Location</b>	Grand Hotel Serena in Torre Canne di Fasano, near Brindisi – Apulia region	Hotel in Cutro, Crotone, Calabria	Hotel in Licata, Agrigento, Sicily
<b>Total Power</b>	610.65 kWp	777.15 kWp	828 kWp
<b>Type of Plant</b>	Totally integrated on carports	Totally integrated on carports	Totally integrated on carports
<b>Modules</b>	2,714 Conergy Power Plus 225 P	3,454 Conergy Power Plus 225 P	3,680 Conergy Power Plus 225 P
<b>Inverters</b>	2 Conergy IPG 300K	3 Conergy IPG 300K + Conergy SmartControl monitoring system	3 Conergy IPG 300K + Conergy SmartControl monitoring system
<b>Estimated Energy Production</b>	850 MWh/year	1,100 MWh/year	1,175 MWh/year
<b>CO<sub>2</sub> Saved</b>	393 tons/year	508.2 tons/year	542.85 tons/year