



3 MW: BluSerena Hotel Group, Italy

This prestigious project brings Conergy system technology to the Italian hotel group BluSerena. The four solar installations with a total power output of 3 MW save up to 80 percent of the electricity costs of the beach resorts.

Four solar installations, three regions, one goal: sustainable tourism

Soaking in the Italian sun feels twice as good for any hotel guests knowing that Conergy system technology powers up to three-quarters of the hotel rooms using clean solar electricity. At the resort in the Calabrian city of Cutro for example, 3,454 Conergy PowerPlus 225P modules are installed on top of the carport covering an area of 11,000 square metres making it one of the very first large scale solar installations built on a parking-roof in the entire region. Since the power station is built flat on top of the carport's roof it blends harmoniously into the rest of the resort.

Conergy system technology for sustainable tourism

All the BluSerena solar installations are equipped with Conergy's premium modules and inverters. For Silvio Maresca, managing director of BluSerena, this is a clear commitment to quality: "Conergy has many years of experience and is known in Italy for its professionalism and the high quality of its products. These criteria were just as important for us as the fact that Conergy is the only company which can offer everything from a single source, from project planning and installation to the manufacture of the modules and inverters."

"With this new project we opened up a whole new market segment. The Italian tourism industry demonstrates more and more how further growth and climate protection can be combined," says Conergy Italy Chief, Giuseppe Sofia. Our BluSerena parks show how solar installations can be integrated harmoniously into an overall design. Thus, we can combine aesthetics with climate protection. In addition to the topic of sustainability, hotels are increasingly wrestling with the rising cost of electricity in the country. An on-roof system or carport roof installation helps to address this topic in order to save the hotel good money." Without a doubt, the Italian tourism industry and Conergy's solar system solutions have just began to explore their great potential for future projects.



Project Highlights	
Date	August - November 2010
Location	Italy: Ginosa, Licata (both Sicily), Torre Canne di Fasano (Apulia), Cutro (Calabria)
Output	3 MWp
Produced MW/h annually	4,300 MW/h annually
Modules	13,528 Conergy PowerPlus Modules
Inverters	11 Conergy IPG 300K inverters
Mounting System	Roof-mounted
Size of Plant	33,000 square meters
CO ₂ Emissions Saved	2,000 tons / year

