

Green Hotels

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The Issue

- Our environment is key to the well-being of everybody not only in our community but in the world.
- By hotels making the commitment to go green, one of the most wasteful industries will be helping to clean up the environment.

The Issue

(continued)

- Every Community has a hotel
- We want to leave behind a cleaner Earth for our youth.
- Cleaner communities are more attractive places to live and work.

What is a Green Hotel?

- Environmentally Friendly Properties
- Offer ways to save water, energy, and reduce waste
- Towel Reuse Program
- Energy Efficient Light Bulbs
- Corn Based Plastic

LEED Certification

- LEED is a company that certifies hotels as a green property.
- Have a set standard that is uniform
- Aid travelers in finding green hotels
- Hotels must meet standards to gain certification

Environmental Benefits

- Power Reduction
- Saving Power gives cleaner air
- Solar Power
- Water Reduction
- Water Reclamation Systems

Economic Benefits

- Save money
- Increased profits
- Increased value
- Gain access to a larger market

Health and Community Benefits

- Improves overall quality of life
- Enhances air and thermal environment
- Reduces strains on local community
- Heightens comfort and health of guests

Statistics in the United States

Given by LEED

Buildings in the US are accountable for:

- 65% of electricity consumption
- 36% of energy use
- 30% of greenhouse gas emissions
- 30% of raw material use
- 30% of waste output (136 MILLION TONS annually)
- 12% of potable water consumption

Ecotourism

- Definition-traveling with the smallest ecological footprint as possible
- Mass tourism is one of the most damaging effects on the environment
- “Sustainable travel”

Ways to start conservation...

- Replace windows
- Close curtains
- Low-wattage lights
- Affixed soap dispensers
- Concentrated laundry soap

More ways to conserve...

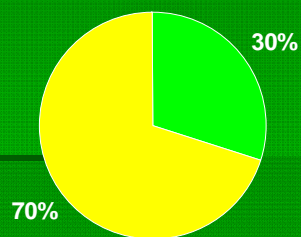
- Compact Fluorescent Lighting
- Motion detectors
- Low-maintenance landscapes
- Newspapers on request
- Newspapers for cleaning

Why go green?

- To protect our environment
- To increase competitiveness
- To gain profits
- To save money
- To earn recognition

The Users' Opinions...

Do you know what a green hotel is?



■ YES
■ NO

What is a Green hotel?



Does the fact that a hotel is green weigh into your decision to stay at that hotel ?



Have You Ever Stayed In A Green Hotel Before?



Would You Recommend A Green Hotel?



Would You Pay The Money?



Description of Program

- Government based subsidy program
- Encourage more hotels to go green
- 50% rebate
- Independent contractors for certification
- Aids the community

POSITIVE COMMUNITY PARTNERS



“GIVING BACK TO THOSE WHO CARE ABOUT THE SURVIVAL OF OUR PLANET”

COMMUNITY PARTNERS

- TRAVELOCITY.COM
- HOTELS.COM



TOP GREEN HOTELS IN THE UNITED STATES

- [Orchard Garden Hotel](#), San Francisco
- [Alma Del Monte](#), Taos, New Mexico
- [Gaia Napa Valley](#), American Canyon, Calif
- [DoubleTree Suites Portland](#), Portland, Oregon
- [Compassion Flower Inn](#), Santa Cruz, Calif.
- [Maho Bay Camps](#), U.S. Virgin Islands
- [Hotel Green](#), Nantucket, Mass.
- [Airlie Conference Center](#), Warrington, Virginia
- [The Woodstocker Inn](#), Woodstock, VT
- [The Lodge on Little St. Simons Island](#), Georgia

Best Practices: Success Stories

- Highlander Inn of Manchester - New Hampshire
- Hyatt Regency International Hotel - New Zealand
- Sheraton Auckland Hotel and Towers –Auckland
- Sheraton Tacoma Hotel – Tacoma
- Sanga Saby Hotel – Sweden
- Aurum Lodge – Canada
- La Quinta - San Antonio, TX
- Westin - San Francisco, CA

Finances for Program

▪ Energy efficient CFL bulbs	\$10,000
▪ Water Reclamation System	\$75,000
▪ Corn-based plastic cups	\$24,000
▪ Recycling program	\$8,200
▪ Energy efficient windows	\$300,000
▪ Affixed soap dispensers	\$80,000

GRAND TOTAL: \$497,200
Government Program Rebate: \$248,600

*These numbers are approximate based on a 300-room hotel.

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Focus Group Questionnaire

1. Do you know what a green hotel is? **YES** or **NO**
2. If yes, does the fact that a hotel is green weigh into your decision to stay at that hotel? **YES** or **NO**
3. Would you care if a hotel made the switch to become a green hotel? **YES** or **NO**
4. Have you ever visited or stayed in a green hotel before? **YES** or **NO**
5. Was this experience at the green hotel different from any other hotel stay? If yes, how so?
YES or **NO**
6. Would you recommend a green hotel to others or have you recommended a green hotel already to friends and family? **YES** or **NO**
7. How many times have you stayed in a green hotel?
8. Would you be willing to pay a little extra money per night if it meant you were helping our environment? **YES** or **NO**