Strengthening Your Hotel’s Sustainability Program: Tools for Success

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Comfort Inn & Suites
Revere, MA

Hampton Inn
Norwood, MA

Hawthorn Suites
Alexandria, VA

Premiere Hotel & Suites
New Haven, CT

The Lenox Hotel
Boston, MA
Making The Business Case

- Economic/business issue – not just env / human health

- Help decision makers recognize opps and risks ~ and the value of action

- Present benefits: ROI, Guest experience, Co. leadership, Team spirit, Comp adv, New biz, “Newsworthyness”
Integrating Your Efforts into The Business Model

- Strategic Planning / CapEx / Annual Budget / Mktg Plan / Goal Setting
- Management Incentive Program
- Active Green Teams
- Monthly Energy Tracking & Reporting
- Guestroom Eco Checks
- Sustainable Purchasing Policy
Quality Assurance Best Practice: Eco Checks

Helps us to determine areas for improving:
- Preventative Maintenance
- Housekeeping Training
- Consistency in Display of Printed Materials
- You should be in rooms anyway
- Create a standardized checklist which all managers can reference. Compare scores from month to month

Scores can be used as incentives for line level employees!
Monthly Energy Reports

- Consumption Reduction Goals
- Occupancy Fluctuations
- Heating/Cooling Degree Days
- Trends Analysis

2011 Gas Consumption

- Tool for comparison monthly, looking for any anomalies and patterns
- Track progress, explain any variance to budget
- Important to ask “WHY” when it is higher than expected, and just as important when it is lower than expected
- What can be done to replicate savings when they occur?
- Understand the impact of weather
Management Environmental Incentive Program

• Peg bonus or incentive to measureable progress
• Link to larger goals of the organization
• Ensure that environmental performance is part of doing business
• We have used metrics such as:
  • Gallons/occupied room
  • Total Therms of natural gas
  • Total kWh of electricity
  • % of waste diverted from landfill (recycling, composting, etc)
  • % of purchases in line with sustainable purchasing
Community:
- Scholarships for Team Member
- Buying locally made products
- Supporting dozens of local and nat’l non-profits
- EV station available to the public

Advocacy:
- Adding your business voice to policy discussions:
  E2, The Alliance for Business Leadership, ELM Corp Council
- Sustainability Committee at GBCVB/MLA