How U.S. Hotels Benefit by Going Green
Presenter

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How U.S. Hotels Benefit by Going Green

Presentation Outline

✔ What is meant by going green
✔ ↓ costs by going green
✔ ↑ revenue by going green
✔ Other advantages of going green
✔ Incentives and pressure for hotels to go green
✔ Hotel chains’ green goals
What is Meant by Going Green, 1

Environmental Perspective
Priority #1: ↓ fossil fuel use
Other priorities:
- ↓ water use
- ↓ waste: reduce, reuse, recycle
- ↓ toxins / improve indoor air quality
- Greener transportation
- Greener food choices
- Educate staff and customers
What is Meant by Going Green, 2

Other Perspectives

- Owners favor green projects that do the most to green the bottom line
- Guests notice in-room recycling bins more than anything else
- Green certifiers have their own scoring systems
- Meeting planners have their own criteria
Benefits of Green Hotels: Reduced Costs

✓ Some hotels have ↓ energy and water bills by >40%
✓ Big savings are possible from waste reduction
✓ In some states, recycling is also lucrative
Benefits of Green Hotels: Increased Revenue, 1

Some meeting planners favor green hotels

- RFP’s include questions about environmental practices
- Meeting planners now have tools to help them compare hotels
  - Green hotel certifications are posted on-line
  - Some cities (NY, Boston, Washington, D.C., Chicago, Seattle, Minneapolis, etc.) and CA post or will post commercial buildings’ Energy Star scores
  - World Travel & Tourism Council’s Hotel Carbon Measurement Initiative and the APEX / ASTM green meeting standard might be influential, too
Benefits of Green Hotels: Increased Revenue, 2

Some leisure visitors favor green hotels

✔ Hotel listing services highlight green-certified hotels: TripAdvisor, AAA, Travelocity, Expedia, Orbitz
✔ Hotels use internal and external marketing to promote their environmental virtues
Benefits of Green Hotels: Increased Revenue, 3

Green Hotel Certifications

✓ Most persuasive way to “prove” your green
✓ Most common, visible and useful U.S. certifications: TripAdvisor, Energy Star, Green Key, Green Seal, Green Restaurant Association and state certifications
✓ If your business would benefit from being certified, organize your green program to score the necessary points
Benefits of Green Hotels: Increased Revenue, 4

Other Revenue Opportunities

- Hotels sell allergy-friendly rooms at a premium
- Green weddings
- Green menus, often featuring local food, for restaurants and meetings
Non-Financial Benefits of Going Green

✓ Recruiting / retention: some people like to work for green businesses
✓ ↓ toxic products = ↓ health risks to staff
✓ Healthy indoor air quality may lead to improved productivity
Incentives and Pressures for Hotels to Green Up

- Many states help fund hotel energy efficiency projects
- Greener technology is improving and getting cheaper: lighting, motors, etc.
- Some cities prod hotels to ↓ energy use by posting Energy Star scores
- Environmental concern is growing
Hotel Chains are Going Green

Hotel chains have aggressive energy and water goals:

- Starwood (Sheraton, Westin, W, Element, Aloft, Le Meridien, etc.): ↓ 30% energy, ↓ 20% water by 2020
- Marriott: ↓ 20% energy, ↓ 20% water by 2020
- Hilton (Hilton, Embassy Suites, Hampton, Doubletree, etc.):
  ↓ 20% energy, ↓ 10% water by 2014
- Hyatt: ↓ 25% energy, ↓ 20% water, ↓ waste 25% by 2015
- IHG (InterContinental, Holiday Inn, Crowne Plaza, etc.): ↓ energy 12%, ↓ 12% water in water-stressed areas between 2013 and 2017
- Wyndham: ↓ energy 12% by 2016 and 20% by 2020; ↓ 20% water by 2020
Conclusion

✔ Hotels go green for business reasons: to save $ and attract customers
✔ Incentives and pressures to go green are increasing
✔ The green hotel movement is well underway, and adopted by major hotel chains

The next 17 presentations contain 100’s of ideas to green your hotel and reap the benefits!
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