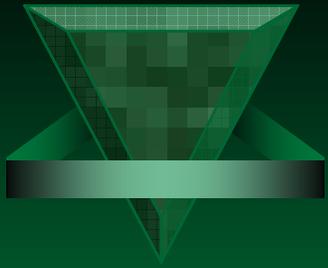


How U.S. Hotels Benefit by Going Green



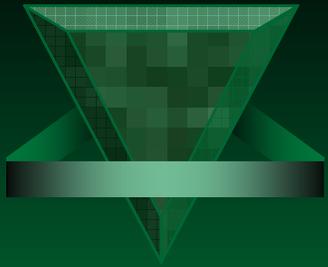


Presenter

✓ Dan Ruben

Executive Director, Boston Green Tourism

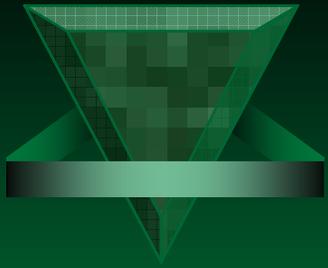




How U.S. Hotels Benefit by Going Green

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



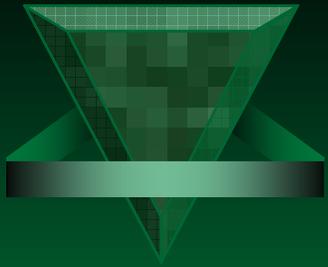
What is Meant by Going Green, 1

Environmental Perspective

Priority #1: ↓ fossil fuel use

Other priorities:

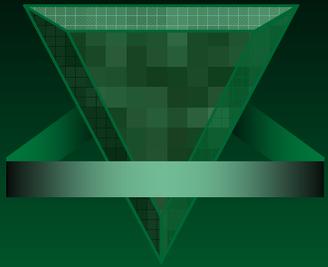
- ↓ water use
- ↓ waste: reduce, reuse, recycle
- ↓ toxins / improve indoor air quality
- Greener transportation
- Greener food choices
- Educate staff and customers



What is Meant by Going Green, 2

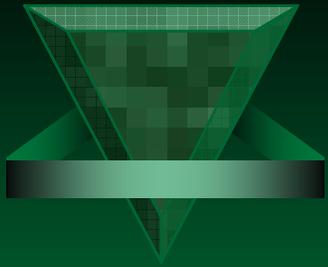
Other Perspectives

- ✔ 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

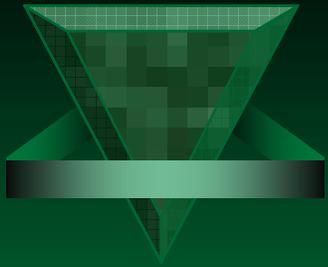
- ✔ Some hotels have ↓ energy and water bills by >40%
- ✔ Big savings are possible from waste reduction
- ✔ In some states, recycling is also lucrative



Benefits of Green Hotels: Increased Revenue, 1

Some meeting planners favor green hotels

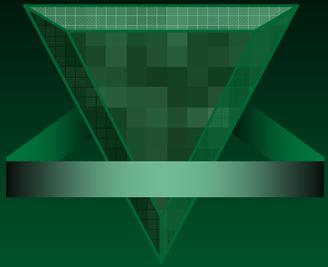
- ✓ RFP's include questions about environmental practices
- ✓ Meeting planners now have tools to help them compare hotels
 - Green hotel certifications are posted on-line
 - Some cities (NY, Boston, Washington, D.C., Chicago, Seattle, Minneapolis, etc.) and CA post or will post commercial buildings' 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

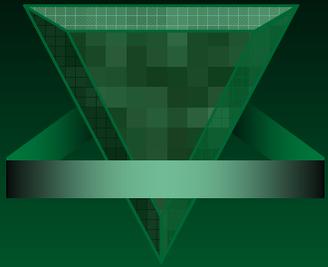
- ✓ Hotel listing services highlight green-certified hotels: TripAdvisor, AAA, Travelocity, Expedia, Orbitz
- ✓ Hotels use internal and external marketing to promote their environmental virtues



Benefits of Green Hotels: Increased Revenue, 3

Green Hotel Certifications

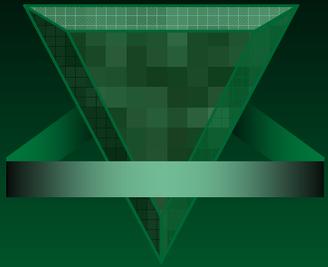
- ✔ Most persuasive way to “prove” your green
- ✔ Most common, visible and useful U.S. certifications:
TripAdvisor, Energy Star, Green Key, Green Seal, Green Restaurant Association and state certifications
- ✔ If your business would benefit from being certified, organize your green program to score the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



Benefits of Green Hotels: Increased Revenue, 4

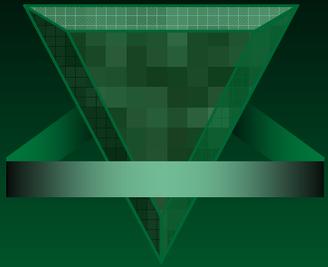
Other Revenue Opportunities

- ✔ Hotels sell allergy-friendly rooms at a premium
- ✔ Green weddings
- ✔ Green menus, often featuring local food, for restaurants and meetings



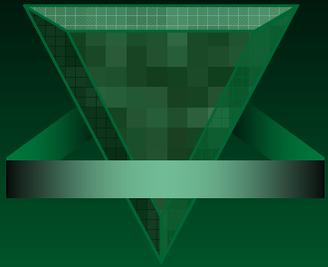
Non-Financial Benefits of Going Green

- ✔ 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

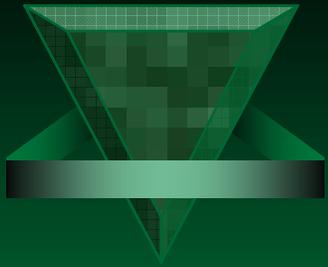
- ✔ Many states help fund hotel energy efficiency projects
- ✔ Greener technology is improving and getting cheaper: lighting, motors, etc.
- ✔ Some cities prod hotels to ↓ energy use by posting Energy Star scores
- ✔ Environmental concern is growing



Hotel Chains are Going Green

Hotel chains have aggressive energy and water goals:

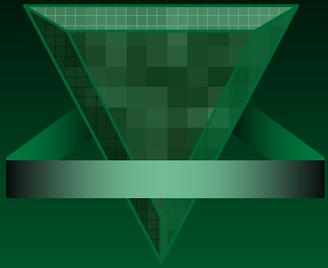
- Starwood (Sheraton, Westin, W, Element, Aloft, Le Meridien, etc.): ↓ 30% energy, ↓ 20% water by 2020
- Marriott: ↓ 20% energy, ↓ 20% water by 2020
- Hilton (Hilton, Embassy Suites, Hampton, Doubletree, etc.): ↓ 20% energy, ↓ 10% water by 2014
- Hyatt: ↓ 25% energy, ↓ 20% water, ↓ waste 25% by 2015
- 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!



Contact Information

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