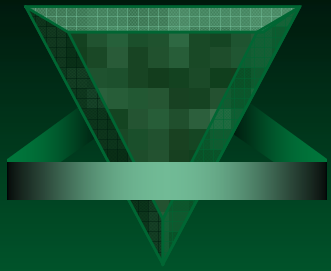


# How U.S. Hotels Benefit by Going Green



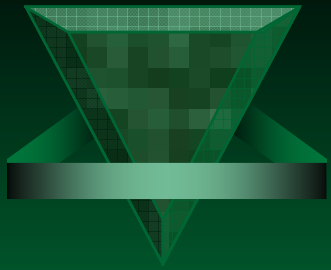


# Presenter

✓ Dan Ruben

Executive Director, Boston Green Tourism

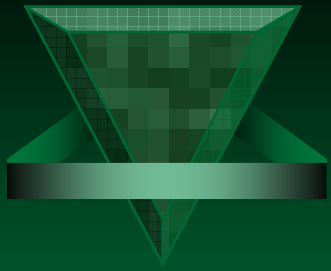




# How U.S. Hotels Benefit by Going Green

## 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



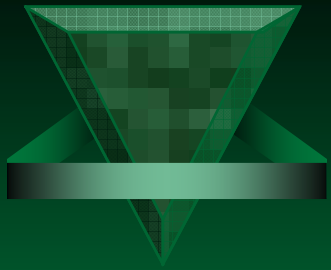
# What is Meant by Going Green, 1

## Environmental Perspective

Priority #1: ↓ fossil fuel use

Other priorities:

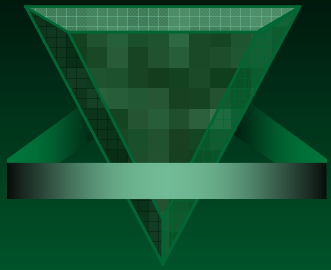
- ↓ water use
- ↓ waste: reduce, reuse, recycle
- ↓ toxins / improve indoor air quality
- Greener transportation
- Greener food choices
- Educate staff and customers



# What is Meant by Going Green, 2

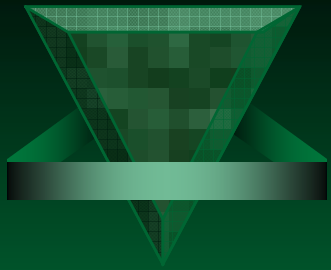
## Other Perspectives

- ✔ 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

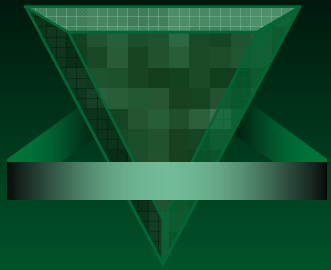
- ✔ Some hotels have ↓ energy and water bills by >40%
- ✔ Big savings are possible from waste reduction
- ✔ In some states, recycling is also lucrative



# 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

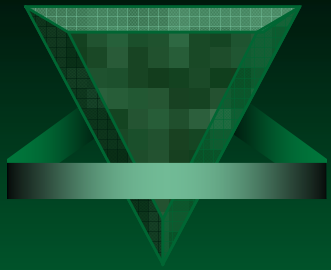


# Benefits of Green Hotels: Increased Revenue, 2

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

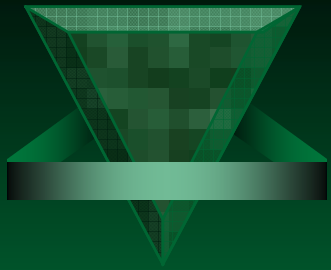




# Benefits of Green Hotels: Increased Revenue, 3

## Green Hotel Certifications

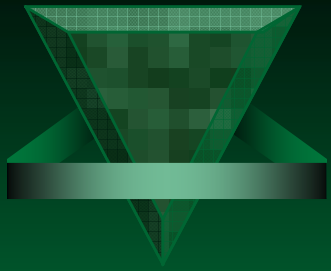
- ✔ Most persuasive way to “prove” your green
- ✔ Most common, visible and useful U.S. certifications:  
TripAdvisor, Energy Star, Green Key, Green Seal, Green Restaurant Association and state certifications
- ✔ If your business would benefit from being certified,  
organize your green program to score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



# Benefits of Green Hotels: Increased Revenue, 4

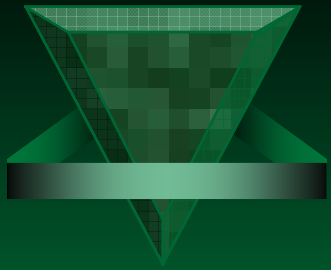
## Other Revenue Opportunities

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



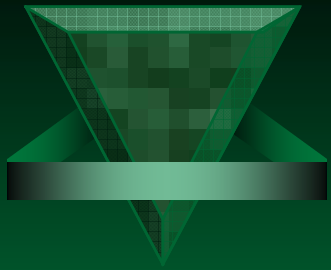
# Non-Financial Benefits of Going Green

- ✔ 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

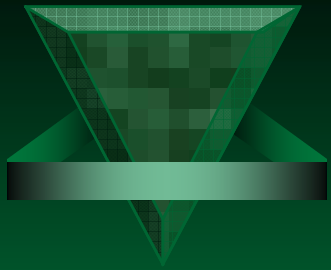
- ✔ Many states help fund hotel energy efficiency projects
- ✔ Greener technology is improving and getting cheaper: lighting, motors, etc.
- ✔ Some cities prod hotels to ↓ energy use by posting Energy Star scores
- ✔ Environmental concern is growing



# Hotel Chains are Going Green

Hotel chains have aggressive energy and water goals:

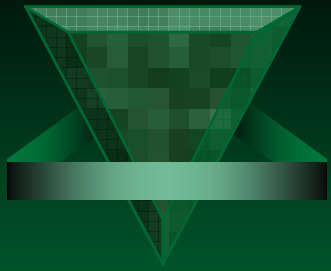
- Starwood (Sheraton, Westin, W, Element, Aloft, Le Meridien, etc.): ↓ 30% energy, ↓ 20% water by 2020
- Marriott: ↓ 20% energy, ↓ 20% water by 2020
- Hilton (Hilton, Embassy Suites, Hampton, Doubletree, etc.):  
↓ 20% energy, ↓ 10% water by 2014
- Hyatt: ↓ 25% energy, ↓ 20% water, ↓ waste 25% by 2015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