Introduction to Green Key Global

Prepared for Boston Green Tourism

October 21, 2010
Introduction

The **Green Key Eco-Rating Program** was the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable “green” operations.

- Founded in 1997 – Hilton Downtown Toronto is Member #1
- 1,500+ participating hotels, representing more than 230,000 guest rooms in the United States, Canada and beyond
- Built for hotels by hoteliers
- Partnership in U.S. between LRA Worldwide and Hotel Association of Canada
- Launched in the U.S. in 4Q 2009
Benefits

“Given Green Key's success in Canada and its relationship with LRA Worldwide, it has a very good chance of becoming the United States’ most widely accepted green lodging certification program.”
Glenn Hasek, Publisher, Green Lodging News, 9/21/09

1. **Environmental**: Be a responsible corporate citizen and lessen your environmental impact

2. **Financial**: Identify opportunities to reduce operating costs and wasteful practices in operations, purchasing and more

3. **Marketing**: Make your appeal for the business of environmentally-conscious consumers and meeting planners
Benefits - Environmental

“The Green Key Eco-Rating Program is the only one of its kind that addresses the specific needs of hotel operators. This program is sound environmentally and fiscally and is an exciting addition to the ‘green’ movement.”

Arthur Hall Adams, AIA
AHADAMS & Company
LEED AP
## Benefits - Environmental

### 1. Program Design

- +/- 150 Questions
- Five (5) Categories
- Nine (9) Operational Areas

### 2. Expert & Comprehensive

- A healthier work environment for employees
- A focus on Community Involvement

### 3. Personnel & Community

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<tr>
<th>FIVE CATEGORIES:</th>
<th>NINE OPERATIONAL AREAS:</th>
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<tbody>
<tr>
<td>Corporate</td>
<td>Energy conservation</td>
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<td>Housekeeping</td>
<td>Water conservation</td>
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<td>Food &amp; Beverage</td>
<td>Solid waste management</td>
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<td>Conferences &amp; Meetings</td>
<td>Hazardous waste management</td>
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<td>Engineering</td>
<td>Indoor air quality</td>
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<td>Community outreach</td>
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<td>Building infrastructure</td>
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<td>Land use</td>
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<td>Environmental management</td>
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Benefits - Financial

“Going with the Green Key Eco-Rating program has been a very worthy venture for our hotel. The best part about Green Key is that we have only marginally increased expenses related to improving our eco-rating and financial performance. Most improvements simply involved procedural change, employee commitment and employer diligence - we are very happy with our results!”

Jason Hemstock
Human Resources Manager

Best Western Inn on the Bay
Benefits - Financial

1. **Actionable Report:** Provides cost-saving recommendations and best practices in the operational areas covered in the report.

2. **Measureable ROI**
   - **Operational:** Track savings on energy and water usage, purchasing, supply chain management and more
   - **Bookings:** Monitor traffic from the [www.greenkeyglobal.com](http://www.greenkeyglobal.com) site; Green Key pays for itself quickly
“ Nearly 60-percent of potential hotel guests consider a property’s environmental programs prior to booking.”

_TravelHorizons™ Study
July 2009_

“Not only are green hotels better for the environment, travelers overwhelmingly prefer them. This week Travelocity announced that eco-friendly hotels get higher consumer reviews than their non-green counterparts.”

_Hotel News Resource
July 2010_
Benefits - Marketing

“Nearly 60-percent of potential hotel guests consider a property’s environmental programs prior to booking.”
YPartnership travelhorizons™ study, July 2009

1. Marketing Affiliations to ensure maximum recognition for Green Key members
Benefits - Marketing

2. Public Relations efforts will ensure that www.greenkeyglobal.com becomes an invaluable resource to consumers. Green Key has already been featured in:
Benefits - Marketing

2. Public Relations: Individual member hotels have launched their own efforts to publicize their Green Key membership to great effect.

Hilton Portland earns Green Key award

January 5, 2010

PORTLAND, Ore. – The Hilton Portland & Executive Tower announced today that the property has been certified under the Green Key Eco-Rating Program. The Hilton was awarded four Keys on a scale of five Keys and is the first hospitality property in Oregon to receive this designation. This rating is based on the Hilton having mature sustainability programs in place that involve management, employees, guests, and the public, and which have shown substantial and measurable results.

Radisson LAX Hotel Earns 4-Key Rating with Green Key Program

LOS ANGELES—In keeping with its pursuit of environmental stewardship and accountability, the Radisson Los Angeles Airport Hotel has joined the Green Key Eco-Rating Program as a member and registered hotel, and is pleased to announce the achievement of a 4-Key rating. A 4-Key rating demonstrates that the Radisson LAX has shown national industry leadership and commitment to protecting the environment through wide ranging policies and practices.
Benefits – Marketing (Cont.)

3. Recognition Plaque

4. Use of Green Key Logos
Benefits – Marketing (Cont.)

5. Listing on www.GreenKeyGlobal.com

U.S., Canada and International
The Green Key Process

The Green Key Eco-Rating Program is a turnkey online program with a self-administered audit.

1. Hotel registers at www.greenkeyglobal.com
2. Payment Process Finalized
3. Self-Assessment Completed
4. Awarded Green Key Level
5. Listing on Map Web Site & Partner Network
6. Receives Green Key Plaque
7. Access to Member Benefits
8. Receives Performance Report
9. Random Property Selection
10. On-site Verification Inspection
11. Post-Audit Process
12. Continual Improvement in Sustainable Practices
The Green Key Inspection

Verification Inspections Conducted by LRA Worldwide, Inc.

• Global leaders in the design & development of customized Quality and Brand Assurance programs

• Random verification across the entire Green Key membership
Green Key in the Marketplace

There are a number of other “Green Programs” in the marketplace – why Green Key?

• Graduated Ranking and Certification Program
• Affordable....and therefore scalable
• Self-administered...but independently audited
• Turnkey
• Built by hoteliers to focus on hotel operations and practices, not new building, materials, infrastructure, needed capital expenditures or products
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AH&LA PARTNERS WITH GREEN KEY GLOBAL
Program Offers Affordable Option for Hotels Committed to Demonstrating their Sustainability

Washington, D.C., June 16, 2010 — The American Hotel & Lodging Association (AH&LA) has partnered with Green Key Global to offer members a significant discounted fee on the Green Key Eco-Rating Program, a graduated rating system designed to recognize hotels, motels, and resorts that are committed to improving their fiscal and environmental performance. The program is a voluntary, self-administered audit, coupled with onsite inspections to verify a hotel's rating, designed to assist a hotel in determining its current environmental footprint.
FOR IMMEDIATE RELEASE

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Massachusetts Office of Travel & Tourism Recognizes Green Key Hotels  
Leading Green Hotel Ranking & Certification Program Partners with MA GREEN to Promote Sustainable Travel in the Bay State
Green Key in the U.S.

100+ properties and counting representing:
- Motel 6 (Full Brand Adoption in U.S.)*
- Sofitel (Full Brand Adoption in U.S.)
- MGM (Full Brand Adoption in U.S.)
- Hyatt (Full Brand Adoption in U.S.)*
- Radisson (Full Brand Adoption in U.S.)*
- Best Western (Recommended Eco-Certification Program)
- Hilton
- Fairmont (Full Brand Adoption in U.S.)
- Sheraton
- Embassy Suites
- Comfort Inn
- Westin
- Ritz-Carlton
- Hampton Inn
- Independents (Seaport, Banyan, Box Canyon, Golden Arrow)

* Intent is for all U.S. properties to be on the program by 12/31/10
Pricing

Register online here: http://www.greenkeyglobal.com/Members/register.asp

Rack Rate Annual Membership Fees:

Standard Rate..................$600

Special Boston Green Tourism Promotional Rate:

BGT Member Rate.............$450  Use promo code BostonGTG
This special promo rate will be available to all Boston Green Tourism Members through 12/31/10

Can I do better?  AH&LA Member Hotel Annual Fees:

AH&LA Pricing...............$325  Use promo code AHLA325
AH&LA pricing offer is ongoing for individual AH&LA member hotels only; this rate is for hotels with 125 rooms or fewer
Thank You!

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www.greenkeyglobal.com