

Greening Your CT Hotel: Why and How to Do It

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Presenter

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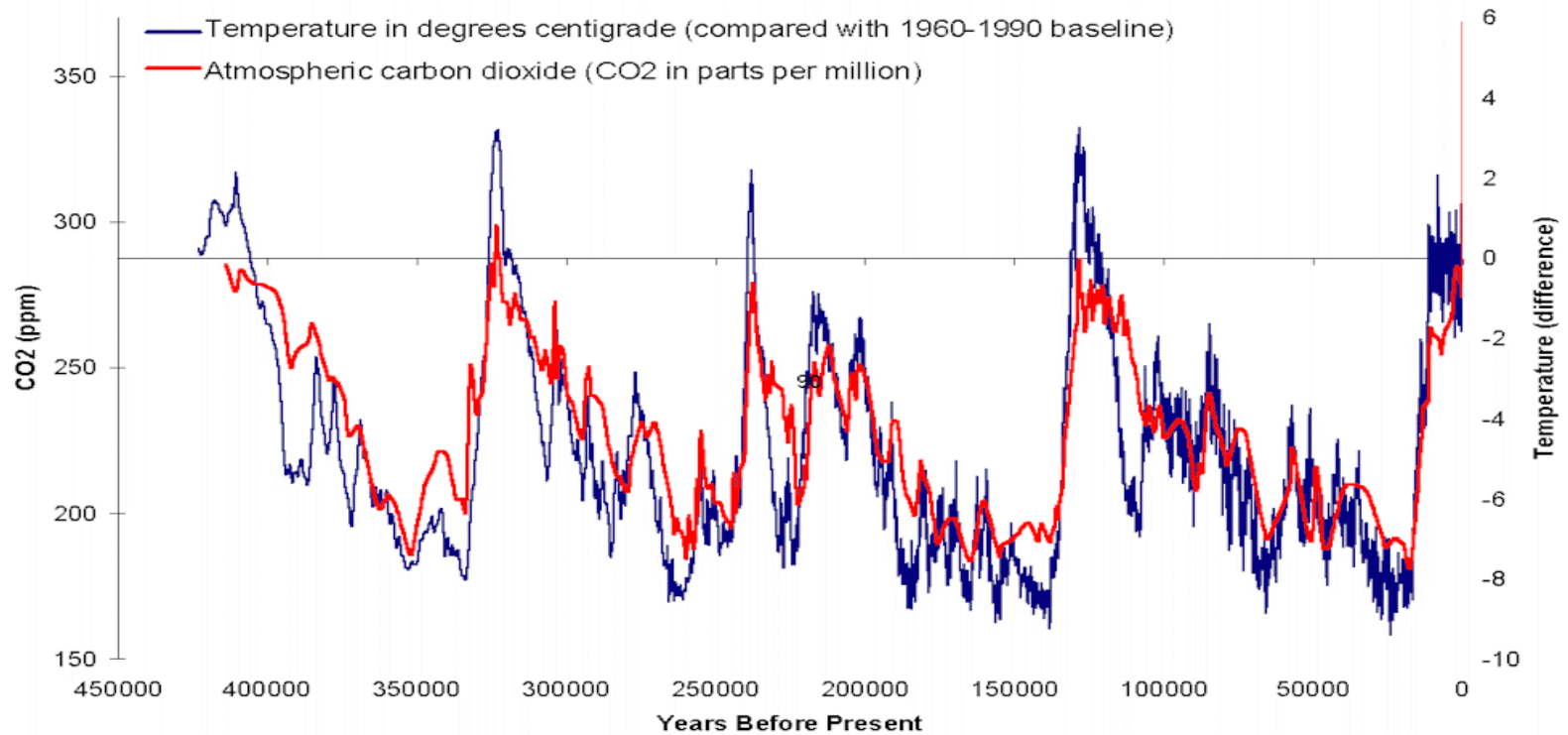
Presentation Outline

- I. The big picture: what's behind the green hotel movement?
- II. The benefits of greening your hotel
- III. How to green your hotel

The Big Picture: Global Warming, 1

- Since last Ice Age, earth's climate has been unusually stable; stability may be coming to an end
- Evidence from the last 1,000,000 years: close association between CO₂ (greenhouse gas) and temperature
- CO₂ is at highest level in 1,000,000 years—and rising quickly; temperatures have started to rise along with it

The Big Picture: Global Warming, 2



The Big Picture: Global Warming, 3

- CO₂ released when we burn fossil fuel—coal, oil, natural gas
- CO₂ stays in atmosphere for ~100 years
- Deforestation also contributes to CO₂ build-up because trees bind carbon
- Scientists: to stabilize climate, we need to ↓ CO₂ emissions by ~ 80% by 2050

The Big Picture: Global Warming, 4

Impact of global warming:

- Rising sea level will threaten coastal cities
- Water shortages and droughts
- Wildfires: longer season and ↑ intensity
- Violent storms: ↑ intensity and duration; still scientific debate about hurricanes and tornadoes
- Spread of tropical diseases
- Heat waves: ↑

The Big Picture: Global Warming, 5

Impact of global warming (continued):

- ↑ plant and animal extinction
- ↑ pestilence
- ↑ conflicts over resources
- ↑ refugees
- Unanticipated consequences
- Pentagon report: national security implications
- Widespread economic damage

“If you don’t do anything about climate change, you can be sure that our economies will go down the drain in the next 30 years.” Paul Volcker, former Federal Reserve Chairman

The Big Picture: Other Issues

- Energy prices likely to soar when economy recovers
- Synthetic chemicals: recognition that we have >100 contaminants in our bodies
- Species in decline: overfishing is depleting species; frog, bat and bee populations are dropping
- Reaction to industrial agriculture is growing

The Big Picture: The Impact on Your Hotel

- Customer concern for the environment likely grow
- ↑ price pressure to ↓ fossil fuel over time; true for waste and water--but to a lesser extent
- Regulatory pressure and incentives will influence businesses to ↓ fossil fuel, ↑ renewable energy, ↓ water use and ↓ garbage
- Your experience and ability to respond to these trends will help you in your career

The Big Picture: How Hotels are Responding

- Major environmental initiatives announced by many hotel chains, such as Marriott, Hyatt, Fairmont and Kimpton; Starwood's ELEMENT hotels are built to be LEED certified
- 400 US hotels have the Energy Star label; many new hotels being built to achieve LEED certification; 23 states, including CT, now have green hotel certification programs

Why Green Your Hotel: Increase Revenue, 1

- Meeting planners are starting to patronize businesses that care about environment
- ↑ in RFP's from businesses that ask hotels for environmental achievements

Why Green Your Hotel: Increase Revenue, 2

- U.S. EPA and State of Florida require staff to stay in green hotels--starting a trend
- Companies, such as Oracle, KPMG and the American Institute of Architects ask hotels about their green practices
- U.S. govt. developing a green meeting standard that will incentivize federal staff and mtg planners to choose green hotels
- AAA, Travelocity, Expedia and Orbitz now highlight green-certified hotels
- Customer interest in choosing green hotels is growing; however, there is confusion about what constitutes a “green” hotel

Why Green Your Hotel: Increase Revenue, 3

- Hotels now advertise their green virtues
- Hotels are installing allergy-free rooms and selling them at a premium
- Meeting planners now ask for green menus
- Hotels now offer Green Wedding packages

Why Green Your Hotel: Increase Revenue, 4



Stephen Johnston
General Manager
Jurys Boston Hotel

“Check into a green hotel.
And CO₂ checks out.”

Jurys Boston Hotel wanted its friendly service to cater to the environment as well as to its guests. “We are an Energy Star hotel,” says General Manager Stephen Johnston. “And Constellation NewEnergy helped us to take our environmental sensitivity a step further.”

Already a Constellation NewEnergy customer, it was easy for CNE to direct Jurys’ energy dollars toward renewable energy resources. “It’s within budget and didn’t take long to accomplish. It’s easy being green,” Johnston adds. Jurys has a reserved place as one of the first hotels in Boston to go 100% green, avoiding enough CO₂ to equal 10,372 barrels of oil annually. And as Johnston says, “Now our well-known hospitality extends to Planet Earth.”



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Why Green Your Hotel: Increase Revenue, 5



REDUCE, REUSE, REJOICE!

Happy Holidays and Best Wishes for the New Year
from your Friends at The Colonnade Hotel

Why Green Your Hotel: Reduce Costs

- Energy Star buildings use 35% less energy than comparable buildings
- Hyatt Regency Boston reduced electricity use: 12.3 million kWh/yr to 7.5 million kWh/yr
- The Colonnade Hotel is cutting from 4.1 million Energy Star to 2.5 million kWh/yr.
- A 10% ↓ in fossil fuel use is equivalent of ↑ ADR by \$2.86 and RevPAR by \$2.02
- Reduced energy, water and waste disposal bills go directly to the bottom line

Why Green Your Hotel: Other Reasons

- Recruiting: some people prefer to work for green businesses—especially younger professionals
- ↓ toxic products = ↓ health risks to staff
- Healthy indoor air quality may lead to improved productivity
- You could tell your children how you are doing your part

How to Green Your Hotel: What is Meant by “Green” (1)

Priority #1: ↓ fossil fuel use

- conservation
- efficiency
- use of renewable energy

How to Green Your Hotel: What is Meant by “Green” (2)

Other priorities:

- ↓ water use
- ↓ waste: reduce, reuse, recycle
- ↓ toxins / improve indoor air quality
- Food: ↑ local, organic, Fair Trade; ↓ meat; eliminate non-sustainable seafood; shade-grown coffee
- Educate staff and customers

How to Green Your Hotel: Assess Performance

- Benchmark your facility using measures like EPA Energy Star and against checklists of environmental actions
- Compare your hotels to its peers
- Consider performing a gap analysis for LEED O&M certification
- Consider a professional audit

How to Green Your Hotel: Establish Objectives

Establish your objectives and priorities with owners and other stakeholders.

What is your foremost goal?

- ↓ costs?
- Score high on RFP's with green requirements?
- Appeal to new and repeat customers by being green?
- -Other?

How to Green Your Hotel: Develop Expertise, 1

Develop the expertise you need or find it from outside the organization:

- Organize a Green Team
- Enroll engineers in Building Operator's Course
- Read Green Lodging News and its website
- Hire consultants if necessary

How to Green Your Hotel: Develop Expertise, 2

- Join EPA's Energy Star for Hospitality:
www.energystar.gov/index.cfm?c=hospitality.bus_hospitality
- Join the EPA's WaterSense Program:
www.epa.gov/watersense
- Join the EPA's WasteWise Program:
www.epa.gov/wastewise

How to Green Your Hotel: Identify Financial Resources

- Identify funds in your capital budget
- Identify tax breaks and utility rebates associated with capital investments. Start with <http://dsireusa.org/>. Then, check with your utility.
- Utility rebates and tax incentives are rich in 2010!
- Identify vendors who will install energy-saving equipment for free; for example, CHP or solar thermal vendors who install their unit and sell you power at a discount

How to Green Your Hotel: Successful Practices

- What gets measured gets done
- Carrots work better than sticks
- Ask staff to sign a commitment letter
- Assign champions for recycling, energy, etc.
- Collaborate with peers in other hotels
- Make this project fun; celebrate your successes

How to Green Your Hotel: Proving that You Are Green, 1

- Benefit of certification: outside parties proclaim that your facility is green--it confers credibility
- If your hotel isn't certified (and even if it is), make the point yourself: website, media stories, ads, statistics, responses to RFP's, etc.
- A Marketing Department representative should be on your Green Team
- Internal marketing: recycling bins, brochures in rooms, signs, offer carbon offsets, etc.; helps secure repeat business

How to Green Your Hotel: Proving that You Are Green, 2

- First: CT Green Lodging Certification
- Next, consider other programs: EPA Energy Star, USGBC's LEED, Green Seal, Green Key
- Hotel restaurants: Green Restaurant Association, Certified Green Commercial Kitchen Program

Conclusion

- The green hospitality movement is growing and is here to stay—it's not a fad
- Hospitality industry is going green because of customer demand, energy prices, govt policy and desire to do good
- Your hotel will benefit in many ways by going green

Questions? Comments?

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