

GREENER ACCOMMODATIONS

SAVING MONEY AND THE ENVIRONMENT

*Opportunities for
Pennsylvania's
Hospitality Industry*

WHY SHOULD I “GREEN” MY HOTEL OR MOTEL?

TO SAVE MONEY.

According to the U.S. Environmental Protection Agency (EPA), hotels and motels investing in energy-efficient lighting upgrades can expect to yield a profit of \$6.27 on each dollar invested. Simple waste audits of your facilities can help you identify opportunities for reducing wastes, recycling or reusing materials.

TO INCREASE COMPETITIVENESS.

According to the Travel Industry Association of America, within the United States alone 43 million people are self-proclaimed “eco-tourists” who are willing to pay 8.5 percent more to environmentally sensitive travel suppliers. A survey of U.S. travelers found 87 percent would be more likely to stay at “green” properties. By demonstrating that you care for the environment as well as the visitor’s comfort, you can earn respect and customer loyalty and enhance your company’s competitiveness.

“Environmentally friendly or ‘green’ hotels have been popular in Europe for many years. We felt it was time to link green architecture with high-tech features in a U.S. hotel...The initial guest comments have been very positive...Being ecologically sensitive isn’t just desirable, it’s a must.”

Barry Dimson, President/CEO
EcoSmart Properties, LLC
Sheraton Rittenhouse Square Hotel, Philadelphia

WHAT IS A GREEN HOTEL?

Increasingly, consumer attitudes are favoring environmentally responsible businesses, and consumers are considering environmental issues when making travel plans and purchases. Environmental tourism has grown exponentially over the past 10 years.

The lodging industry has responded to this trend with the development of strategies and practices for making a hotel or motel more environmentally friendly, or “green.” Green hotels are properties managed according to business practices that help improve the environmental performance of the facilities.

Whether a guest stays in a small bed and breakfast or a luxury resort, a lodging property is in fact a small community that purchases goods and services, creates and disposes of waste, uses electricity and water, and, just like any individual, leaves a distinct environmental footprint. In addition, the lodging industry is one of the most dynamic in terms of new construction and renovation. From carpets to paints, from heating and cooling units to televisions, the lodging industry is a large consumer. Operating in a more environmentally responsible fashion, hotels and motels can demonstrate leadership in ecological sustainability while enhancing competitiveness through cost-effective procedural and facility improvements.

The benefits of starting or expanding a green hotel program include:

- lower operating costs;
- increased customer and employee satisfaction;
- reduced environmental impact and
- enhanced marketability as an environmentally friendly business.

Opportunities for improving the environmental performance of hotels and motels exist through water conservation, energy efficiency, environmentally preferable purchasing, material substitutions and process improvements. By using the information and contacts in this kit, you can tailor a green program to meet the unique circumstances of your facility.

Many hotels and motels across the country — and here in Pennsylvania — already have implemented programs that are saving money and conserving natural resources. Through this assistance kit, the Department of Environmental Protection (DEP) offers you a framework for planning and implementing an effective “greening” effort at your hotel or motel. These easy-to-implement suggestions can help you take a leadership role within the hospitality industry and in your community.

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TO PROTECT THE ENVIRONMENT.

Lodging is the fourth most intensive user of energy in the United States commercial sector. Improving energy efficiency in the hospitality industry will help reduce energy consumption, thereby reducing U.S. greenhouse emissions and global climate change. Reductions in the use of hazardous cleaning materials, water consumption and waste disposal will all contribute to protecting Pennsylvania’s land, air and water resources.

“It’s mentioned in the rooms that we recycle, so people have a tendency to leave their papers and their aluminum cans...That’s what green hotels are all about, giving the customer the opportunity to join in recycling and waste reduction efforts.”

Jeanne Genzlinger, Co-proprietor
The Settler’s Inn
Hawley Borough, Pike County

TO EARN RECOGNITION.

DEP can help green hotels and motels share their stories through positive public recognition. Green hotels and motels in Pennsylvania may be recognized through awards events, such as the annual Governor’s Award for Environmental Excellence, or in articles, news releases, newsletters and other publications both on the Internet and in print.

GUESTROOM

LOBBIES AND PUBLIC AREAS

DINING AND LAUNDRY AREAS

HOTEL OPERATIONS

OFFICE

*Follow These Steps
To Learn How
You Can “Green”
Your Hotel
or Motel.*

CONTACTS

For more information on how you can green your hotel or motel, contact your regional DEP office or one of the organizations below.

Pennsylvania Department of Environmental Protection

(717) 783-9981

www.dep.state.pa.us (directLINK "Green Hotels")

Northwest Regional Office

Phone: (814) 332-6816

Counties Served: Butler, Clarion, Crawford, Elk, Erie, Forest, Jefferson, Lawrence, McKean, Mercer, Venango and Warren

Northcentral Regional Office

Phone: (570) 327-0537

Counties Served: Bradford, Cameron, Centre, Clearfield, Clinton, Columbia, Lycoming, Montour, Northumberland, Potter, Snyder, Sullivan, Tioga and Union

Southwest Regional Office

Phone: (412) 442-4137

Counties Served: Allegheny, Armstrong, Beaver, Cambria, Fayette, Greene, Indiana, Somerset, Washington and Westmoreland

Northeast Regional Office

Phone: (570) 826-2511

Counties served: Carbon, Lackawanna, Lehigh, Luzerne, Monroe, Northampton, Pike, Schuylkill, Susquehanna, Wayne and Wyoming

Southcentral Regional Office

Phone: (717) 705-4797

Counties Served: Adams, Bedford, Berks, Blair, Cumberland, Dauphin, Franklin, Fulton, Huntingdon, Juniata, Lancaster, Lebanon, Mifflin, Perry and York

Southeast Regional Office

Phone: (610) 832-6021

Counties Served: Bucks, Chester, Delaware, Montgomery and Philadelphia

Green Hotels Association

PO Box 420212

Houston, TX 77242-0212

(713) 789-8889

www.greenhotels.com

U.S. EPA ENERGY STAR®

Buildings Partnership

(888) STAR-YES

www.energystar.gov

U.S. EPA WAVE

(Water Alliance for Voluntary Efficiency)

(202) 564-0623

www.epa.gov/owm/faqw.htm

Green Seal

1001 Connecticut Ave., NW, Suite 827

Washington, D.C. 20036-5525

(202) 872-6400

www.greenseal.org

American Hotel and Motel Association

1201 New York Ave., NW, Suite 600

Washington, D.C. 20005-3931

(202) 289-3100

www.ahma.com

U.S. EPA ENERGY STAR® Products

(888) STAR-YES

www.energystar.gov



Pennsylvania Department of
Environmental Protection

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Environmental information is available electronically via Internet. Visit DEP through the PA PowerPort at www.state.pa.us or directly at www.dep.state.pa.us (directLINK "Green Hotels")

TOM RIDGE, GOVERNOR



GreensWorks.tv — a web space dedicated to helping you learn how to protect and improve the environment. The site features the largest collection of environmental videos available on the Internet and is produced by the nonprofit Environmental Fund for Pennsylvania, with financial support from DEP. 1-877-PA-GREEN



GUESTROOM

- Give the guest an option to have the towels and linens changed every other day or longer, rather than every day. Surveys have shown that more than 90 percent of guests like the option.
- Encourage staff to close drapes and turn off lights and air conditioning when rooms are unoccupied.
- Install water-efficient fixtures, such as showerheads, aerators and low-flow toilets in each room.
- Use refillable soap and shampoo dispensers.
- Encourage guests to recycle by providing clearly marked recycling bins for cans, bottles and newspapers.
- Install energy-efficient lighting fixtures in each room. Compact fluorescent fixtures can be screwed into many existing lamps and ceiling fixtures. To prevent theft, many hotels are installing new fixtures with the compact fluorescent lamps hard-wired into the fixture.
- Consider purchasing ENERGY STAR®-labeled TVs and other energy-efficient appliances.
- Clean rooms with environmental cleaners to improve indoor air quality and reduce emissions of volatile organic chemicals.
- Use placards in the room to inform your guests about your “green” efforts.

*You can save
13.5 gallons
of freshwater
by choosing
not to replace
bath towels and
linen daily.*

LOBBIES AND PUBLIC AREAS

- Install energy-efficient light bulbs in hallway, lobby and bathroom lighting fixtures.
- Reduce or eliminate the number or wattage of bulbs and lamps in vending machines and lighted signs. Replace all exit signs with Light Emitting Diode (LED) exit signs. High-efficiency exit signs can save \$15–\$20 in electricity costs when compared with the typical, incandescent signs.
- Monitor the performance of all heating and cooling systems and perform maintenance as needed. Install high-efficiency heating and cooling equipment.
- Use water-efficient devices like low-flow toilets and faucet aerators in public bathrooms. Install cloth roll towels or hand dryers.

*Compact fluorescent bulbs
last 10 times as long
as incandescent bulbs and use
75 percent less energy —
meaning that one bulb
can save you \$25 over
the lifetime of the bulb.*

DINING AND LAUNDRY AREAS

- Set the temperature for your hot water at the lowest practical setting for dish and clothes washing. Only operate these appliances with full loads. Buy your food and cleaning supplies in bulk and eliminate as much packaging from these purchases as possible.
- Reduce dining room waste by eliminating the source. For example, serve cream from a pitcher, sugar from a sugar holder and condiments from reusable containers. Serve soft drinks from a dispenser rather than individual cans. Use cloth napkins and reusable flatware.
- Mulch your food scraps and donate the mulch to local farmers or garden clubs.
- Serve meals on one large plate rather than using several smaller ones. Donate retired dishware, utensils and glasses to charities.
- Substitute biodegradable and less toxic cleaning products for hazardous cleaning chemicals. Minimize the use of bleaches, chemical pesticides and other detergents and chemicals. Train your staff in the proper storage, use and safe disposal of these hazardous substances to avoid risks to both staff and the environment.

For an environmentally friendly alternative to floor wax, try using 1 cup of white vinegar mixed with 2 gallons of water to mop linoleum or no-wax floors.

HOTEL OPERATIONS

- Use glazing on windows throughout the hotel to prevent heat from building up, while still allowing light through. Consider purchasing energy-efficient windows if you need to upgrade.
- Use plants that require little water or maintenance when landscaping your property.
- Donate used furniture, linens and equipment to local nonprofit or charitable organizations. Use old towels and linens as rags for cleaning.
- Buy reusable cups, mugs, dishes and silverware for employee use. Consider including your company logo and employee names on the mugs.
- Establish strict maintenance schedules for heating, cooling and appliances throughout your facility.
- Educate staff on your “green” programs and encourage their participation. Provide incentives for employee “green” suggestions.

*About 50 percent of
a typical hotel's waste
stream is recyclable,
not including food wastes.
Instituting a recycling program
is a cost-effective way
to reduce waste
and save money.*

OFFICE

- Reduce paper usage by making discarded paper into scratch pads and using double-sided copying.
- Install recycling bins for office paper, cans, bottles, newspapers and other wastes appropriate for your office. Also, recycle fax machine and copier cartridges.
- Upgrade your lighting by installing energy-efficient T8 lamps with electronic ballasts. Use motion sensor light switches or switches on a timer.
- Purchase energy-efficient computers, copiers and other equipment for your office.
- Purchase products that are recyclable and contain recycled content.

*The average hotel
purchases more products
in one week than
100 families
will typically purchase
in one year.*