

“Green” Hotels Association®

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PRESS RELEASE

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“GREEN” HOTELS REPORT THEY ARE BETTER PREPARED FOR ECONOMIC DOWNTURN BECAUSE OF CONSERVATION MEASURES

With the hospitality industry searching for ways to reduce overhead in the face of falling occupancy and high energy costs, hoteliers who have adopted “green” practices are finding their conservation measures have reduced the negative impact of the latest economic downturn.

“Our member hotels are reporting the impact of reduced revenues has been less severe because of the hundreds of conservation measures they have initiated,” said Patricia Griffin, president of the “Green” Hotels Association®. “While ‘green’ hoteliers know firsthand that conservation saves money and conserves natural resources, their planning has better prepared them to weather this economic downturn.”

The first goal of all GHA member hotels is to save water, save energy and reduce solid waste, said Griffin. Examples include providing drinking water upon request only and installing new HVAC systems and other equipment such as low-flow shower heads and compost systems. “Green’ Hotels Association® advocates the greening of the lodging industry,” said Griffin. Member hotels use the hundreds of ideas, options and techniques in the organization’s 154+ page *Member Guidelines and Ideas* and its bi-monthly newsletter, *Greening News*, to save thousands of dollars each year.

Some “Green” Hotels Association® member conservation success stories include:

- ✓ Installing low-flow shower heads and using ink refill kits. Member Scott Crook of the Humuya Inn in Tegucigalpa, Honduras, saved more than \$200 the first month with these two practices.
- ✓ Reusing towels and sheets for guests staying multiple nights. Roger and Genna Wangsness of the Inn at Folkston in Folkston, GA report more time to take care of other aspects of the business since they have less laundry.
- ✓ Lake Powell Resorts’ conservation has resulted in solid waste reduced by 24 tons, water use lessened by 1,215,780 gallons and electricity use reduced by 500,000 kilowatts, according to member Diana Maris.

- ✓ Alan and Madeleine Ernst of Aurum Lodge in Alberta, Canada produce 50-90% of their electricity by solar and wind power and 90-100% of heat (ambient and water heating) from solar energy and wood, resulting in 90% reduction in fossil fuel use.
- ✓ Member Grand Canyon National Park Lodges composts more than 600 cubic yards of material each year, uses non-toxic chemicals in transportation, cleaning and food service and encourages vendors to eliminate “unfriendly” products such as expanded polystyrene.
- ✓ Yellowstone National Park Lodges recycled more than 361 tons of materials during 2000 and purchases 100% post-consumer paper products including all toilet tissue for more than 2,200 guestrooms, towels for dispensers and napkins in employee dining areas.
- ✓ Hotel Mocking Bird co-managers Barbara Walker and Shireen Aga indicate their Jamaican hotel’s environmental program has generated goodwill within the community and has resulted in a significant number of referrals from taxi drivers and shopkeepers.

“Green” Hotels Association® encourages, supports and promotes ecological consciousness in the hospitality industry through its trade association and its *Catalog of Environmental Products for the Lodging Industry*. “Because general managers, chief engineers and executive housekeepers generally do not have time to seek out all the ideas and suggestions for conserving water and energy and reducing solid waste, “Green” Hotels Association® has devoted itself to that task,” said Griffin.

Cost of membership is \$1 per guestroom per year plus \$150. “Green” Hotels Association® guarantees that members will save more money than the membership costs by using its *Member Guidelines and Ideas*. GHA also works at bringing new business to member hotels' doors through media attention, e-mailed and faxed listings and a web site listing.

For further information on “Green” Hotels Association® and its environmental program or a list of its members, fax 713/789-9786, call 713/789-8889, or visit greenhotels.com.

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