How to Establish & Expand a Sustainable Lodging Program

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NYS Department of Environmental Conservation
Why Go Green?

- Create **Value and Savings**
- Enhance the **Guest Experience**
- Create **Competitive Advantage** in Marketing
- **Protect and Enhance the Environment** that Makes People Want to Come Here!

Ingredients for Success

- A **Champion** (owner/manager)
- a **Message** (environmental policy)
- a **“Green Team”** (front line staff)
- **Measurable Goals**
- **Continuous Improvement** and Training
A Progression

• 1. Basic Business Practice (minimum measures, incentives)
• 2. Participation (green rating, certification)
• 3. Leadership (highest ratings, community events, education)

Note: Protect the Guest Experience first and foremost, then enhance it!

Green Marketing

• NO GREENWASHING!
• Green Features, not Green Labels
• Guest Benefits (i.e. comfort, health, convenience, peace of mind)
• Community Benefits (health, natural resources, green jobs)
• Metrics people can understand (i.e. compare savings to # of homes useage)
Benefits of Certification

- Enables Comparison to your Peers
- Reveals More About Your Business
- Can Offer Technical Assistance
- Enhances Marketing

Key Certification Features

- **Transparent** (scoring method)
- **Tiered** (participation, not just leadership)
- **Affordable**
- **Verifiable** (on-site inspection)
- **Educational** (opportunities Identified)
Sources of Assistance

- Trade Associations
- Certifying Organizations
- Government Agencies
- University Hospitality Programs
- In NYS - Pollution Prevention Institute

Beyond Green Lodging

- Find Partners to “Go Green” (restaurants, meetings, destinations, transportation, tour operators) - Build the Green Travel Package!
- Support Training/Supply Programs
- Engage the Community
Questions?

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