

Green Business and Performance Tracking

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**According to The
Natural Marketing
Institute reports that
ecologically
conscious markets
are growing at three
times the rate of the
rest**

Green went mainstream...

Environmental conservation and social responsibility are good business...

They reassure the traveler that we take care of our tropical paradise for their enjoyment.



What do travelers want...?

90% prefer a hotel that shows concern for the environment

Source: International Hotels Environment Initiative (IHEI) and Accor

10-15% annual increase in companies searching for green hotels for their meetings

Source: Hotelonline.com

67% of tourists from the European Union prefer *eco-friendly* vacations

Source: Orbitz.com survey



WHERE DO WE BEGIN?

Monitoring and using effective **data collection and analysis** is essential to:

- Help solve environmental problems
- Maximize ROI for our destination through systematic management of one of our industry's **main selling points**
- Achieve cost reductions through volume consolidation
- It is the basis for all international certification programs



Monitoring and metrics...

Some of the variables that need to be measured:

- Energy efficiency
- Water efficiency
- Waste reduction
- Renewable or alternative energy use
- Greenhouse gases
- Chemicals
- Air quality
- Community reinvestment
- Employment creation

Monitoring and metrics...

Energy is Key!



Energy Intensity

Calculated as units of energy consumed per unit of Gross Domestic Product (GDP).

A high energy intensity means that the cost of converting energy into GDP is higher.

Tourism is an energy intensive industry. However, a hotel can reduce an average of **30%** of its energy use with management and **little or no investment**. **Water and waste** are a must for an **EMS**.

There are over 400 certifications... monitoring and differentiation is ever more complex. Some are quite expensive...





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Look for third party audited standards...



- Energy Star** – energy
- Green Seal** – suppliers
- WaterSense** – water
- WasteWise** – waste and recycling
- LEED** – energy efficient construction
- EPEAT** – electronic equipment
- ISO 14001** – process management / EMS



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IT'S ACHIEVABLE!





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Hotel Bel Air:

- saved \$10,000 in 10 months plus increased revenue from the sale of cardboards.

Hyatt Regency, Chicago:

- recovered 70% of recyclable materials
- cut waste hauling costs in half.
- Recycling program has resulted in recovery of \$120,000 in hotel items.

Intercontinental, Miami:

- Diverts 65 percent of the waste stream with annual savings of \$31,000



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THANK YOU!!

