



Increasing Business Value Through Environmental Conservation

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Puerto Rico Hotel & Tourism Association

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The Caribbean: A Tropical Paradise



The Conservation Committee



- ▶ Since 1994, promotes the responsible management of environmental assets
- ▶ Educates the industry on best environmental practices (BEMP's)
- ▶ Provides technical assistance in developing sustainability programs
- ▶ Establishes collaboration with other organizations engaged in similar efforts Provides recognition to outstanding conservation initiatives through our **Green Hotels Program**

Agenda 21: Sustainability



- ▶ International agreement to promote economic development without compromising natural resources for future generations.
- ▶ Defines sustainability by a “triple bottom line” approach to business:
 - Environmental
 - Social
 - Financial
- ▶ To be sustainable, a business must generate documented benefits in all three areas.



DAVOS, 2007

Adds Climate Change and GHG emissions reduction as a fourth criterion for Sustainability

COPPENHAGEN, 2009

All major countries committed to reduce polluting emissions by 2050 (although individual targets yet to be agreed upon)

Environmental Management Planning

Lack of controls =

- increased pollution
- loss of habitats and natural asset degradation
- loss of profitability for the tourism industry

Everybody is Going Green Why?



- ▶ Growth of eco-consciousness in markets
- ▶ Public policy and regulation
- ▶ Increased access to information through web networks
- ▶ Children educating parents (new curriculum for new generation)
- ▶ Greening of industrial non-believers (Wal-Mart, GE, BP, Stock Market)



Environmental Impacts of Tourism Operations



- ▶ The tourism industry has high environmental impacts due to:
 - Location
 - High consumption patterns
 - Behavioral aspects
 - Volume



Environmental Impacts of Tourism Operations

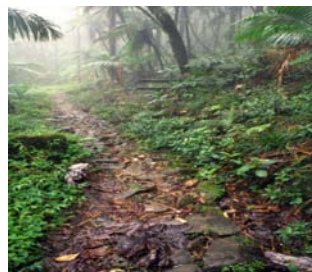


Energy Efficiency is the Key



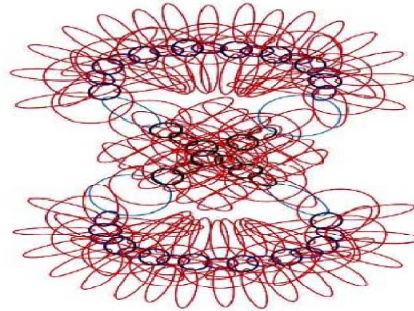
- ▶ On average, 90% of energy wasted in a hotel originates in the room, which is the least controlled area.
- ▶ Heating, ventilating and air conditioning (HVAC) represents 70-90% of energy wasted, resulting in loss of thousands of dollars in profits.

Source: Hotelier Magazine





- ▶ Wasted energy means more of these are thrown into the atmosphere, the main cause of climate change



Source: Particle Mechanics



- ▶ Every day, an average hotel consumes close to **209 gallons of water per occupied room** — almost the same as an entire typical household (243 gallons).
- ▶ A 100 room hotel running 72% average annual occupancy will consume about 5,492,520 gallons of water in one year costing over \$8,200
- ▶ Source: American Hotel & Lodging Association.



- ▶ Hotel operations in Puerto Rico generate over 90 million pounds (45 tons) of waste per year.
- ▶ This means more than \$1.8 million in disposal costs that can be avoided.

Source: PRHTA / BusinessWise



- ▶ Through our **GREEN HOTELS PROGRAM**, the Puerto Rico Hotel & Tourism Association is committed to promote responsible business practices that contribute to protect our natural heritage while having a positive economic impact on individual hotel operations as well as the industry.
- ▶ Our assessment instrument is ISO 14001 based and consists of more than 100 sustainability criteria organized around functional areas



- ▶ We have invested hard work in this program and want to communicate the world that we care.
- ▶ This year, we will begin a new chapter in conservation through our partnership with the EPA's Green Hotels Program and NEWMOA.
- ▶ We will promote the highest standards to help improve performance in all our members through much needed metrics and benchmarking.





Thank you!

To enroll in our Green Hotels Program,
please call 787 758-8001