

26 Ways to Grow Your Hotel with Green Certification

Conquer the economic recession and find real savings with the easy, actionable green practices contained in this report. We'll show you 26 ways to change how you manage your hotel operations to become more sustainable - both economically and environmentally.

1 Go Where the Green Travelers Are
Travelocity.com was visited by 60.6% of travelers in 2010, compared to 49.7% the year before – a growth of over 10%. As a member of GBB, you'll get preferential placement as a "green hotel" in Travelocity.com's hotel listings.

2 Enjoy High ROI
GBB's program not only gives you credit for the green practices you already have in place, but several initiatives have been shown to have an ROI of 10x to 30x. In fact, many are free to implement.

3 Get on EPA's Travel List
The EPA, which spends \$50 million a year on travel, vets hotels and convention facilities based on green practices - become a member of the GBB and use your green status to get your share of the business.

4 Increase Guest Satisfaction
Satisfaction was more than 160 points higher among guests who report being aware of their hotel's green programs, and 55% of consumers tell others to shop products based on a company's social and environmental practices – meaning happy customers will spread your green story, giving you free marketing and testimonials.

5 Appeal to Uncle Sam
If your hotel company intends to pursue government business in the future, you need to be aware of Executive Order 13514, signed by President Obama in 2009. The EO states that government agencies will begin "implementing strategies and accommodations for transit, travel, training, and conferencing that actively support lower-carbon commuting and travel by agency staff". Going green will help you win your part of the \$13.5 billion in annual federal spending for travel.

6 Adjust the Thermostat
Simple thermostat adjustments of just two degrees, or the installation of ceiling fans, in guest rooms can save up to 14% of HVAC expenses for the average hotel, resulting in cost savings of over \$10,000 a year.

7 Increase Your Property Value
It may not be on your mind today, but someday you may sell your property, and a green property will command a higher price simply because green initiatives enhance the value through lower utility bills per square foot, creating a healthier space and owner care. Going green today can pay big dividends for your future sale.

8 Get Smart
Installation of a key-card management system, which powers a room's systems only when the room is occupied, can save up to 45% of energy expenses, or more than \$40,000 a year, without compromising guest comfort.

9 Attract Green Travelers
Consumers who said they "researched and booked greener accommodations" increased 7.5% increase between 2009 and 2010. Go green and get found by this growing market.

10 Switch to CFLs
New compact fluorescent lightbulbs cost less and last five times longer than traditional incandescent bulbs. Switching from 75W incandescent bulbs to 20W CFLs in guest rooms and back areas can save up to \$14,000 a year without impacting guest satisfaction.

11 Make them Smile
Consumers on Travelocity.com gave 94% of green hotels an average 3 out of 5 smiley faces, while only 83% of non-green properties achieved the same rankings. Improve your online rankings by going green.

12 Smarten Up Your Vending Machines
Installing occupancy sensors on vending machines cuts down on energy expenses during long periods of non-use, like overnight. These sensors, which turn on the machine only when a customer is present, can save 50% in energy expenses, or \$200 per machine, each year.

- 13 Get Searched on Google**
"Green Hotel" was searched more than half a million times on Google per month as of July 2010, and 65.6% travelers have taken a vacation in the last 12 months that included some green — an increase of over 11%. Use your green status in your keywords and site content to increase your search ranking.
- 14 Manage Your Computers**
There are free software programs available that can automatically place active monitors and computers into a low-power sleep mode through a local area network. Whole-computer power management can save \$15 to \$45 annually per computer, managing only monitors can save \$10 to \$35 annually per monitor.
- 15 Give Good Green**
Green ratings are an influence in eco-travel purchase decisions for 91.6% of respondents — GBB membership combines preferential placement on sites like Travelocity.com, AAA.com and Orbitz.com with transparency and insight into your green practices, increasing customer satisfaction and associated green ratings online.
- 16 Make a Royal Flush**
Switching to new, low-flow toilets in guest rooms and public areas can save up to 318,000 gallons of water a year, resulting in cost savings of nearly \$500.
- 17 Harness the Growing Eco-Tourism Market**
Eco-tourism will grow from \$42 billion in 2009 to \$473 billion in 2012 — 25% of global tourism market. Going green allows you to market to this burgeoning customer base, attracting more guests and growing revenues.
- 18 Go with the (Low) Flow**
Simple to install, low-flow shower heads and aerators can cut water use in half, saving almost 280,000 gallons of water and \$418 per year.
- 19 Make the Top 5**
In 2010, 17.5% of travelers picked a hotel's green property certification as a top five motivator in making booking decisions, up by almost 5% from 12.9% the year before. Get green certified with the GBB and make their decision to choose your property easier.
- 20 Dip Into Savings**
Covering a heated pool can save 50 to 70% of the pool's energy use and 30 to 50 % of its makeup water. In addition, draining or covering closed pools and spas allows filter systems and pumps to be turned off. A 10-horsepower pump motor can consume \$4,000 worth of electricity if run continuously for 12 months. Turning systems off for six months during the winter season can result in a savings of \$2,000.
- 21 Give Them a Reason to Book**
91.6% of respondents said that a hotel's environmental rating is an influence in booking decisions. Influence travelers to choose your property by going green with the GBB.
- 22 Show Your Green "Cred"**
In 2010, 29% of respondents cited third-party travel websites as a resource to evaluate a hotel's green "cred", a 7% jump over 2009 — GBB members get preferential listings on sites like AAA.com, Travelocity.com and Orbitz.com.
- 23 Choose a Trusted Green Certification**
77% of consumers actively seek verification of green claims, GBB's robust third-party, onsite verification gives guests solid proof of your green commitment and eliminates claims of greenwashing.
- 24 Implement an Online Seal That Really Grows Revenue**
An online seal of approval can help increase revenue by 75%, and GBB's best-in-class interactive membership seal for your website, as well as decals and labeling on your property, assure your guests that your green claims are true.
- 25 Be Transparent**
GBB offers the industry's first QR code program for members. When scanned by your guests' smart phones, these codes reveal your personalized green scorecard, giving your guests insight into all your green initiatives.
- 26 Bulk Up Your Amenities**
Today's bulk dispensing systems are tasteful and discreet, and provide an attractive cost savings option for properties from the simplest travel lodge to the poshest five-star. ProjectPlanet.com, a provider of environmental program materials for hotels, estimates that savings from using bulk dispensers average \$.60 per room per day, meaning a savings of almost \$20,400 per year.

This report gives you an exclusive look into just a few of the cost-saving initiatives from the Green Business Bureau database. To learn more about helping your hotel grow with green certification, visit us at:

www.gbb.org
1.866.979.1071

