

*If you are not already green when your competition is, you could lose customers and guest loyalty forever.*

*Jim Butler, Cornell Hospitality Quarterly*



## **Green Business Certification for Hotels**

Consumers are demanding green products and services in all areas of life these days, and lodging is no exception. In fact, according to recent studies, 87% of travelers would be more likely to stay at green properties and 40% say they would be willing to pay varying additional amounts to do so. Implementing sustainable business practices presents a real opportunity for cost savings and revenue growth – going green is just another way to make money by giving people what they want!

The Green Business Bureau has created a comprehensive, tailored green business certification for hotels. Encompassing regulatory guidelines and best practice industry criteria, our Eco-Industries Program for Hotels is the standard for hotels and other lodging properties who want to offer their customers the confidence of green certified service.

Every part of hotel operations can be made “greener”, and the best part is that most green initiatives pay for themselves. In fact, Green Business Bureau members realize:

- 10X return on their green investment.
- 10-20% increase in **customer demand**.
- Significant reduction in materials and waste management costs.
- And much more!

Green business certification will help you “green” your operation and build your bottom line!

Green certification is quickly becoming the business standard for hotels that want to grow with market demand. At the Green Business Bureau, we’re committed to helping you realize the value of your investment in going green, and our cutting-edge, online certification system provides you with the tools you need to implement the eco-friendly practices that will yield positive returns on the environment and your business.

Join GBB today, and get:

- Expanded customer base, increased revenue and a boost to your bottom line.
- Industry-specific initiatives that generate significant cost savings.
- In-person, onsite consulting to help you go green.
- **Online seal** that verifies your green commitment.
- New and exciting opportunities through green marketing and publicity.
- Invest in the increased visibility and marketing advantage that come with being part of our nationally recognized network of green friendly businesses.

[www.gbb.org](http://www.gbb.org)



Membership in the GBB demonstrates your company's commitment to sustainability, while our third-party verification adds credibility and authenticity to your green claims. This combination offers your business a significant marketing edge by setting you apart from your competitors and attracting the growing ranks of green consumers.

## The GBB Certification Process Maximizes Your Investment by...

### Taking the Guesswork Out of Going Green



GBB's industry-leading online platform takes guesswork out of going green by providing initiatives developed by the US EPA, trade-related bodies and other regulatory entities, along with step-by-step plans, activities and links to online vendors.

### Increasing Your Green Credibility with In-Person Verification



Our third-party verification gives our certification its strength – with it, you can eliminate claims of greenwashing against your company, earning the trust and business of the green consumers in your market.

### Providing Real Marketing Tools



The GBB membership seal is a trusted eco-label, our best-in-class, interactive membership seal gives total transparency into your green efforts, and our industry first use of QR code technology, helps you meet new guidelines for green marketing.

As a GBB member, you have access to marketing channels not available through other organizations. GBB has worked to build strategic partnerships with sites like AAA.com, Travelocity.com, and Orbitz.com where GBB members are given preferential treatment and are eligible for eco-friendly designation in online directory searches.



Through our exclusive partnership with Green Irene, members of the GBB has access to a national network of over 600 Eco-Consultants. These expert professionals will provide onsite support, training, and auditing of member programs. This onsite verification gives consumers the confidence to know that a company has actually done the work to call themselves green.

## Marketing and Branding Opportunities

Aligning your marketing practices with the expectations of LOHAS consumers can have a significant positive impact on your business. The GBB helps you recognize marketing and branding opportunities that will reach green consumers, and aids in crafting your marketing message in a way that resonates with this valuable market. As a GBB member, you'll get:

- Access to GBB's extensive social media network With over 11,000 followers on Twitter and Facebook, when we post news about your business, you are sure to see an uptick in your website traffic.
- Exclusive online seal providing an interactive view into your green practices. Visitors to your website can "click" the seal to see the list of initiatives you've completed to-date.
- Educational materials including decals and environmental compliance posters to help your employees understand your goals in going green.
- Member Marketing Kit with tools and techniques to leverage your membership and help you communicate your commitment to the environment to your new and existing customers.
- Co-branding opportunities - Our marketing department is available to help you with trade show and exhibit materials. Co-branded materials featuring your business and the GBB brand demonstrate your membership standing and your commitment to green.
- PR Support - Our PR Team will work with you in preparing PR materials and contacting your local media and publications to help your business get coverage in the areas where your customers live and work.

Activities like the ones outlined above are designed to help you build your green brand and attract the all-important green consumer.



Be in Good Company

Call us today  
1.866.979.1071  
www.gbb.com