



Sustainability and Savings Opportunities for the Lodging Industry

Green Seal's Environmental Standard for Lodging Properties (GS-33) has been instrumental in greening the lodging industry and creating a positive ROI for Green Seal-certified hotels. The following are examples of savings achieved by hotels and potential savings that would be possible by making the changes specified in the standard.

Savings on Energy

From the Standard: *"When replacing electronic, HVAC, kitchen and laundry equipment and windows, upgrade to energy efficient models. Use energy-efficient lighting, practice preventative maintenance, use window film where climate-appropriate and programmable timers and sensors for lighting and HVAC in low-traffic areas."*

Example of savings:

- The Portland Doubletree saved 25% on natural gas costs, due to reductions in heating water. The hotel gained significant improvements in lighting efficiency by switching to compact fluorescent bulbs from incandescent bulbs (10,000 hours of operation vs. 750 hours, respectively).
- As a result of its energy management system, the Westin Bonaventure's current electricity costs are down 18% over previous months.

Potential savings:

- The greenhouse gas reductions of an average Bronze Green Seal-certified hotel are equal to 398.26 tons CO₂ eq per year, the equivalent of taking 73 cars off of the road.¹
- Replacing old PTACs with energy efficient systems can save 150 watts per hour or more. For example, a 120-room hotel at 85% occupancy paying 8¢ per kWh could save \$5,360 annually.
- Reducing energy costs by just 10% is equivalent to a \$1.35 ADR increase for full-service hotels.²

Savings on Water

From the Standard: *"Replace faucets, toilets and showerheads with low-flow alternatives, landscape with climate-tolerant plants, minimize watering and sweep sidewalks, drives, etc. Offer towel and/or linen reuse option to guests and operate laundry and dishwashing equipment on coolest practical setting and filled to capacity."*

Example of savings:

- The Westin Bonaventure estimated annual savings of 10 million gallons of water (compared to other hotels with similar occupancy) due to its efforts which included switching from dual-head showers to single-head showers.
- The Doubletree Portland replaced 300 older toilets with 1.6 gallons-per-flush models, yielding an approximate annual savings of 308,000 gallons of water and \$1,163.

Potential savings:

- Approximately 4% of the nation's electricity consumption is used moving or treating water and wastewater.³ Using less water means lower energy bills.

Savings on Waste

From the Standard: *"Offer recycling for guests and staff and establish a composting program for food waste and yard waste. Use refillable amenity dispensers or smallest practical alternatives and donate used amenities. Set printer/copier default on double-sided printing. Avoid single-use products, purchase in bulk, and minimize disposable foodservice items."*

Example of savings:

- The Westin Bonaventure experienced a significant reduction in weight of total solid waste hauled (solid waste reduced by approximately 12 tons) within the first 3 months of receiving its certification.
- The Hilton San Francisco implemented a composting program that reduced the number of dumpsters needing to be emptied from seven a week to just two.

ENVIRONMENTAL
LEADERSHIP STANDARDS



CERTIFICATION FOR
PRODUCTS, SERVICES,
PROPERTIES & COMPANIES



PARTNERSHIPS IN
GREEN PURCHASING &
FACILITIES MANAGEMENT



SUSTAINABILITY
RESEARCH & LIFE CYCLE
ANALYSIS



Potential savings:

- One 16 oz bottle of concentrated cleaner can replace approximately 219 bottles of ready-to-use window cleaner.⁴

Savings on Purchasing

From the Standard: *“Form a steering committee for environmentally preferable purchasing. Buy printing and writing papers, tissues, napkins and towels with recycled content, buy low VOC products where available and use quality, repairable durable goods. Minimize packaging that isn’t reusable or recyclable and use suppliers that are environmentally responsible.”*

Example of savings:

- The typical paper order at the Westin Bonaventure was reduced by approximately 50% (with an estimated 1.9 million pieces of paper saved for the year).
- The Doubletree Portland revamped systems aimed at reducing office paper use (double-sided printing, more email, etc.) and consumption was reduced by 20% at no additional cost.

Potential savings:

- A 300-room hotel switching to a bath tissue with 100% post-consumer content would save approximately 4 tons of virgin paper, 48 trees, 16,400 kWh of electricity, 28,000 gallons of water and 240 pounds of air pollutants annually.
- One 16 oz bottle of concentrated all-purpose cleaner replacing 192 32 oz bottles of ready-to use cleaner can save as much as \$760.⁴

Additional Returns and Staff Benefits

From the Standard: *“The Green Seal mark may appear on the property in common areas, administrative areas, and guest areas, and on promotional material. Whenever the certification mark appears, this description of the basis for the certification must also appear: ‘This property meets the Green Seal Environmental Standard for U.S. Lodging Properties for waste minimization, water and energy efficiency, hazardous substances handling, and environmentally responsible purchasing.’”*

Example of benefits:

- The DoubleTree Portland has seen sustainability as a huge selling point, resulting in an estimated \$5.6 million in gained revenue. The hotel was voted one of the Best 100 Companies to work for in Oregon State.⁵
- The Westin Times Square has seen an increasing number of RFPs and questionnaires indicating that clients are leaning towards hotels with green initiatives and green compliance.
- According to the Westin Bonaventure, the whole organization has experienced a dramatic positive shift in culture. Increased environmental awareness is a pervasive mindset throughout the 700+ staff.

Potential benefits:

- The City of Chicago is increasingly hosting green conventions with visitors committed (or required) to stay in environmentally responsible hotels. The City is committed to promoting green hotels through the Tourism Bureau and its website.
- The City of Los Angeles Convention & Visitors Bureau (LA Inc.) has a Green Lodging program and promotes certified hotels to its visitors through its website.
- AAA’s 2010 TourBook will feature a new designation for eco-hotels that includes Green Seal-certified hotels.

The sections of the standard featured here are partial requirements for Bronze and Silver certification. Read or download the entire GS-33 Standard for Lodging at: http://www.greenseal.org/certification/standards/GS-33_Lodging_Properties.pdf

The hotels referenced herein are the DoubleTree Hotel & Executive Meeting Center in Portland, Oregon; Westin Bonaventure Hotel and Suites in Los Angeles, CA; and Westin New York at Times Square in New York, NY. A complete list of Green Seal-certified hotels can be found at: http://www.greenseal.org/findaproduct/lodging_properties.cfm

For more information on Green Seal, visit www.greenseal.org, email certification@greenseal.org or phone (202) 872-6400.

¹ For 200-room hotel in Chicago, IL with 180,000 square feet. The complete study is available upon request, followed ISO 14044 and was peer-reviewed.

² NYSERDA.org

³ epa.gov/WaterSense

⁴ www.shaklee.com/products.php?sku=00015; <http://tinyurl.com/rxsjjq>

⁵ Oregon Business.com