2nd Annual Green Lodging and Hospitality Conference
"Greener Roads Ahead"

PineappleHospitality
Fresh ideas for hospitality

Ray Burger
President
Pineapple Hospitality

...find more fresh ideas @ www.PineappleHospitality.net

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Green Guests:

What do they want in a "greener hotel" and a Green Certification Program?

...with Ray Burger
Pineapple Hospitality

- **Economically Feasible**
- **Environmentally Viable**

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The top five environmental actions business travelers expect lodging facilities to be taking are (in order):

- Recycling (77 percent)
- Using energy-efficient lighting (74 percent)
- Using energy-efficient windows (59 percent)
- Placing cards in rooms to let guests request that sheets/towels not be changed (52 percent)
- Using environmentally safe cleaning products (49 percent)

Source: 2008 Deloitte Survey of 1,155 Business Travelers

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JD Power & Associates 2009 Survey found the following:

- Guest awareness of property-initiated "green" programs has increased significantly in 2009
  - 66% of guests stating that they were aware of their hotel's conservation efforts
  - 9% increase from 2008
  - 72% say they participated in their hotel's conservation programs.

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JD Power & Associates 2009 Survey found the following:

- Awareness of "green" programs has a strong impact on overall hotel guest satisfaction.
- On average, satisfaction is more than 160 points higher among guests who report being aware of their hotel's green programs, compared with guests who are unaware of them.

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Examples of Green Certification

- Yuan (Yen) Chang, Atman Hospitality Group
  - The world's first LEED Gold Hotel
    - Gaia Napa Valley Hotel in American Canyon, CA
  - Applying for LEED Gold Certification
    - Gaia Anderson Hotel

Examples of Green Certification

- Stefan Muhle, Portfolio Hotels & Resorts
  - Orchard Garden Hotel was California's first LEED NC® certified hotel
    - As well as Green Seal Certified
  - The Orchard Hotel was recently certified LEED EB®

Examples of Green Certification

- Greg Buse Great Wolf Resorts, Inc.
  - First and only national hotel chain with all US properties Green Seal™ Certified - Silver

Examples of Other Green Certification Programs

- **Green Key** - http://www.hotelassociation.ca/site/programs/green_key.htm
- **Green Globe** – www.greenglobecertification.com
- **Green Seal-** www.greenseal.org
- **Green Leaf-** http://greenleaf.audubonintemational.org/
- **LEED** – www.usgbc.org
- **EcoRooms & EcoSuites-** www.EcoRooms.com
- **Energy Star-** www.EnergyStar.gov

Approximately 22 State Certification Programs
Local Programs- Chattanooga, TN and Buffalo, NY
And many other programs Worldwide