

Welcome to the Jungle: Eco-Friendly Hotels

Bernadette V. Upton, ASID,
LEED AP

About the Presenter: Bernadette V. Upton

- Founding member ASID Sustainable Team
- Past-President ASID FL South
- USGBC LEED Accredited Professional
- Certifier/Member FL Green Bldg Coalition
- Certifier/Member FI Green Lodging
- Board of Advisors Pineapple Hospitality

Green Epiphany?

- 1982 - Environmental Course
- Green activist on IAQ – Wrote to FL state on *Indoor Clean Air Act* in 1982.

What does this all mean?...

“It means that I’ve watched Kirmet the Frog turn into the Jolly Green Giant!”



At A Glance Statistic Figures

- 2007 Industry Profile for Lodging Industry
 - 47,135 properties (w/ 15 or more rooms)
 - 4,389,443 guestrooms
 - Over \$133 billion in sales
 - Average room rate \$97.78 per room

**Source: Smith Travel Research*

Getting Started to Green Hotels: A Green Hotel Check

- American Hotel & Lodging Assoc (AH & LA)
 - Energy
 - Solid Waste
 - Water
 - Effluents and Emissions
 - Purchasing
 - Business Issues
 - Green Interior Design* (not included in AH & LA)

Energy

- *Conscious staff?*
- *Unoccupied areas down?*
- *Energy monitored? Audit in last 3 Yrs?*
- *Equipment age and most economic fuel?*
- *Low-energy lighting?*
- *Annual use reduction?*

Solid Waste

- *Is type and amount of waste monitored?*
- *Systems minimize waste, reduce, recycle?*
- *Recycle bottles, cans, paper, batteries?*
- *Is organic waste composted?*
- *Use of toiletry containers?*
- *Is register kept of hazardous waste?*

Water Usage

- *Specific actions In last 12 months?*
- *Water Use monitored? Checked for leaks?*
- *Staff/Guest encouraged to conserve?*
- *Towels/Bed linens changed on request?*
- *Use Faucet aerators/Flow restrictors?*
- *Low-flow shower heads and toilets?*

Effluents & Emissions

- *Sewage treated before discharge to water?*
- *Necessary discharge licenses secured?*
- *Complaint-free noise, odors & pollution?*
- *Asbestos-free building? Asbestos mgmt?*
- *Water, Air (IAQ) and Environmental (IEQ)?*
- *Automatic metering of products?*
- *Hazardous wastes to EPA accordance?*

Purchasing: *Does Hotel...*

- *Purchase Environmental friendly products?*
- *Purchase Recycled/Recyclable products?*
- *Purchase fresh food opposed to frozen?*
- *Employ eco-friendly contractor?*
- *Evaluate eco-friendly products?*
- *Avoid tropical hardwoods?*
- *Avoid halon fire extinguishers?*

Business Issues: *Are...*

- *Environmental issues threatening tourism?*
- *Staff & Guests environmentally concerned?*
- *Competitors taking environmental action?*
- *Environmental complaints guest driven?*
- *Environmental breaches fine-imposed?*
- *Associations taking environmental action?*

Green Interior Design

- *Optimize IAQ-VOC free paints & sealants*
- *Optimize IEQ-Thermal Comfort*
- *Materials-Organic or Recycled/Recyclable*
- *Non-PVC wallcoverings or window shades*
- *Organic bedding-bed bug/mite resistant*
- *Furniture-Sustainable Furniture Council*

Greening of Hospitality in US 1st Green Lodges & Hotels: Late 90's

- Florida Conservation Lodge, Ocala, FL
- Best Western , Titusville, FL
- Disney's Wilderness Lodge, Lake Buena Vista, FL
- Westin Hotel, Seattle, WA
- Saunders Hotel Group, Boston, MA
- Rittenhouse Square, Philadelphia, PA

Healthy Hotels appeal to Allergic, Asthmatic & Chemically Sensitive

- 30% population in this category (ALA)
- Not previously addressed
- Green Interior Design plays vital role
- Licensed Interior Designers protect HSW
- Commercial spaces requires licensed interior designers in licensing states

"1" Hotel and Residences

- Owner Barry Sternlicht's
Starwood Capital Group
- First Mixed-Use, "condo-hotels"
- First luxury, eco-friendly global hotel brand
- Concept combines green w/ luxury
- "1" will be Healthy Residential Lifestyle

Environmental Advisor

- National Resource Defense Council
- Built to USGBC LEED standards

Environmental Attributes

- Recycled and local building materials
- Energy Star appliances
- Occupancy sensors & lighting control systems
- Low or minimal volatile emissions
- Renewables - wind, hydro & biomass
- Reduced potable water

“1” Hotel First Location: Seattle, WA

- First of eco-friendly hotel chain
- Located downtown Seattle
- To be Completed in '2009
- Aiming for first five-star, eco-friendly hotel
- Seeking LEED Certification

The View at Bryant Park, NYC (2010)

- Architect: Morris Adjmi
- Hotel/Residential (Mixed-Use)
- 1st-18th floor hotel rooms (NY)
- 19th-31st floor luxury residential units (NY)

Use of Environmental Principles

- Recycled & local building materials
- Wind, hydro & biomass power usage 50%
- Reduced potable water use

Luxury Amenities:

- 8,000 s/f spa
- 40,000 s/f athletic club
- Stephen Hanson's Blue Water Grill
- Organic Grocery (Wild Oats/Whole Foods)

Environmental Amenities:

- Energy Star appliances
- Occupancy sensors & lighting control systems that minimize energy use
- Low or minimal volatile emissions

"1" Hotel Chain Future Locations

- Washington, DC – Hotel only (2010)
- Scottsdale, AZ
- Mammoth Lakes, CA
- Ft Lauderdale, FL
- Paris, France (Renovation)

Other Hotels *Going Green*

- Waldorf Astoria Residences In Las Vegas Mixed-Use
- Global Hospitality Group
 - Chairman Jim Butler says "Lifestyle appeal"
 - Represents hotel owners & developers
 - Have guided over 60 mixed-use projects

Green Hospitality Guidelines

- Pineapple Hospitality
- Fresh Stay
- Florida Green Lodging

Questions???

- Contact Information:

ecodecor.com