

How to Establish & Expand a Sustainable Lodging Program

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NYSDEC

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New York State Green Hospitality & Tourism Partnership



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Why Go Green?



- Create **Value and Savings**
- Enhance the **Guest Experience**
- Create **Competitive Advantage** in Marketing
- **Protect and Enhance the Environment** that Makes People Want to Come Here!

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Ingredients for Success



- A **Champion** (owner/manager)
- a **Message** (environmental policy)
- a “**Green Team**” (front line staff)
- **Measurable Goals**
- **Continuous Improvement and Training**

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A Progression



- 1. **Basic Business Practice** (minimum measures, incentives)
- 2. **Participation** (green rating, certification)
- 3. **Leadership** (highest ratings, community events, education)

Note: Protect the Guest Experience first and foremost, then enhance it!

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Green Marketing



- **NO GREENWASHING!**
- **Green Features, not Green Labels**
- **Guest Benefits** (i.e. comfort, health, convenience, peace of mind)
- **Community Benefits** (health, natural resources, green jobs)
- **Metrics** people can understand (i.e. compare savings to # of homes usage)

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Benefits of Certification

- Enables Comparison to your Peers
- Reveals More About Your Business
- Can Offer Technical Assistance
- Enhances Marketing



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Key Certification Features

- **Transparent** (scoring method)
- **Tiered** (participation, not just leadership)
- **Affordable**
- **Verifiable** (on-site inspection)
- **Educational** (opportunities Identified)



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Sources of Assistance

- Trade Associations
- Certifying Organizations
- Government Agencies
- University Hospitality Programs
- In NYS - Pollution Prevention Institute



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Beyond Green Lodging

- **Find Partners** to “Go Green” (restaurants, meetings, destinations, transportation, tour operators) - Build the Green Travel Package!
- **Support Training/Supply Programs**
- **Engage the Community**



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Questions?

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