



"Green" Hotels Association®

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PRESS RELEASE

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"GREEN" HOTELS ASSOCIATION® EARNS ASTA'S 2001 ENVIRONMENTAL AWARD

Houston, January 5, 2002 - The American Society of Travel Agents (ASTA), the world's largest, most prestigious association of travel professionals, presented its celebrated Environmental Award for 2001 to Patricia Griffin, President, "Green" Hotels Association® at ASTA's World Travel Congress in New York City November 6.

Patricia, accepting the award, said, "'Green' Hotels Association® is extremely honored and privileged to be chosen to receive ASTA's distinguished award. GHA looks forward to working with ASTA's 26,000 members worldwide in educating the travel industry and the public regarding the importance of protecting the fabulous destinations we all love to visit." ASTA's prestigious ecology-based annual award is extremely important in encouraging the travel industry to work harder at protecting our environment. The award honors GHA and its members and encourages hoteliers to do more environmentally.

GHA has achieved **significant environmental impact** through their:

- **towel and sheet cards** which ask guests to reuse towels and not have sheets changed daily
- **catalog of environmental products** which offers low-flow aerators, showerheads, recycling baskets, books, etc.
- **professional association** which provides information and recognition to their elite corps of green hoteliers
- **200+ members** representing **18,500+ guestrooms**
- **"Guidelines and Ideas"**, a 110+ page booklet containing a cornucopia of smart conservation ideas and techniques
- member **newsletter** packed with savvy, practical greening information

Lasting GHA contributions include:

- elevating environmentalism in the hospitality industry worldwide since **1993**
- creating awareness that hotel guests can help protect beautiful destinations
- partnering with travel agents, tour guides, government agencies and meeting and convention planners in making ecologically-positive choices
- serving Mother Earth by saving millions of gallons of water, lowering energy usage and reducing solid waste through our member and customer hotels

The mission of the American Society of Travel Agents and its affiliate organizations is to enhance the professionalism and profitability of members worldwide through effective representation in industry

and government affairs, education and training, and by identifying and meeting the needs of the traveling public. The Society is the world's largest and most influential travel trade association with over 26,000 members in more than 170 countries.

“Green” Hotels Association® encourages, supports and promotes ecological consciousness in the hospitality industry through its trade association and its *Catalog of Environmental Products for the Lodging Industry*. “Because general managers, chief engineers and executive housekeepers generally do not have time to seek out all the ideas and suggestions for conserving water and energy and reducing solid waste, “Green” Hotels Association® has devoted itself to that task,” said Griffin.

For further information on “Green” Hotels Association® and its environmental program or a list of its members, fax 713/789-9786, call 713/789-8889, or visit www.greenhotels.com.