

"Green" Hotels Association®

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PRESS RELEASE

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IS YOUR HOTEL GREEN?

November 1, 1993, Houston, Texas - Can you imagine the number of towels which have been used only once that have to be washed every day in all the hotels in the world? Can you imagine how many millions of gallons of water and tons of detergent hotels and motels use to clean those towels every single day? One answer to these costly environmental dilemmas is for hotels, motels and bed and breakfasts all over the world to ask their guests to consider using towels more than once.

A simple recycled-paper towel rack hanger is currently being offered to hotels by the "Green" Hotels Association which says "Please decide for yourself. Towels on the towel rack mean "I'll use it several times". Towels on the floor mean "please exchange". Guests should encourage hotels to place these hangers in all rooms.

Because hotels are extremely large-volume users of water, detergents, cleansers and other solutions detrimental to our habitat, hotel management must be especially conscious of the impact on our life resources. Guests should let hotel managers know that they want hotels to be conservationists, and that they, as guests, wish to participate.

It has been suggested that "environmentally-safe" floors should follow "no-smoking" floors as a way for hotels to prove themselves "green" or ecologically conscious. Towels may be used more than once, sheets will not necessarily be changed every day, bottles of water will be placed in toilet tanks to save water, etc. Mark Matthew, Rooms Manager at University of Houston's Hilton Hotel, says, "Hotels are extremely aware of giving their customers what they want, so if guests tell hotels they would gladly use towels more than once or ask hotels to offer environmentally-safe rooms; hotels will, no doubt, do so."

Almost none of us wash towels after one use or change sheets every day at home, and we must understand what that frivolous waste at a hotel does to our planet. Most hotels are ready to make these changes if guests will accept them. So, it's a matter of guests changing their mind-set, and helping hotels make this transition.

Though these ideas are innovative in the United States, they have been accepted in Europe for some time. Eleven hotel chains with a million rooms have promised to put into practice a voluntary code of ethics relating to the environment.

For the sake of our environment, hotels should ask their guests if they would consider using towels more than once. For the sake of our environment, guests should ask hotels to provide these hangers and to also commit to being a "green" hotel.

A free sample of the hanger is available from the "Green" Hotels Association, P. O. Box 420212, Houston, TX 77042-0212, Fax 713/789-9786, Voice 713/789-8889.

The hanger is available at a prepaid cost of \$35 per hundred or \$175 per thousand including postage and handling. Help your hotel save money, laundry expenses, and become GREEN!