

“Green” Hotels Association®

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PRESS RELEASE

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INTRODUCING THE FIRST ENVIRONMENTAL PRODUCTS CATALOG FOR HOTELS

August 29, 1994, Houston, Texas - “Green” Hotels Association’s “Catalog of Environmental Products for the Lodging Industry” is now available. “After much research and field testing, “Green” Hotels has pulled together a catalog of environmental products and ideas that make choosing “green” an easy option for the hotelier”, says Ray Hankamer, Jr., CHA and Managing General Partner of Southwest Hotel Management, Holiday Inn owner and environmentalist.

The need for just such a catalog became apparent after a recent “Green” Hotels survey of owners and managers at a Days Inn convention. The survey asked these owners and managers what their properties were currently doing to help the environment and what they were planning to do in the future. Most respondents felt that they had pretty much “done it all” if showerheads had been changed out and fluorescent lighting had been installed in the lobby. As one owner said, however, “We don’t know what else to do. If we are offered environmentally-friendly products, we will install them or use them in our hotels”. “Hotels have a huge impact on our environment, and “Green” Hotels Association is assisting them in becoming more ecologically attuned by offering ideas and products that will help conserve water, energy and all life resources”, responds Patricia Griffin, President of “Green” Hotels Association.

The catalog includes both products specific to the needs of the lodging industry, as well as “Green Ideas” which offer suggestions and ideas for further savings. The products include everything from cards asking guests to use bath and bed linens more than once, to water saving devices, to dispensers for hair and skin-care products, to pencils made from recycled cardboard, to environmental handbooks.

Some of the “Green Ideas . . .” include, (1) if your swimming pool and/or cooling tower are sub-metered, wastewater charges should be rebated, (2) small soap bars are just the right size for children’s hands and leftover bars could be donated to local daycare centers and schools, and (3) a cure for water loss when the shower is on and water is also coming out of the bathtub spout.

Meeting and convention planners should be aware that they can very effectively impact hotels, resorts and convention centers environmentally with the careful placement of their coveted convention and meeting dollars. “Green” Hotels Association urges meeting planners to take this ecologically-attuned stance by using “Green” Hotels Association’s Guidelines/Suggestions to check the hotels’ ecological sensitivity.

Membership in the “Green” Hotels Association is introduced on Page 6 of the catalog. Charter membership is being offered to the first 100 hotelier members—charter members’

Committed to encouraging, promoting and supporting ecological consciousness in the hospitality industry.

hotel name, location and phone numbers will be included in all marketing materials that "Green" Hotels Association mails out for two full years. Other membership benefits include co-op buying of ecological products, shared Earth-saving ideas and information, "Green" Hotels Association flags for pole and front desk and referral of all members along with other benefits.

Free copies of the catalog and the association's guidelines are available to hoteliers and meeting planners from the "Green" Hotels Association, P. O. Box 420212, Houston, TX 77242-0212, Fax 713/789-9786, Voice 713/789-8889. We encourage, support and promote ecological consciousness in the hospitality industry. Save money, water, energy, and become GREEN by getting your property involved in the "green" environmental movement within the lodging industry starting TODAY!