

“Green” Hotels Association®

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PRESS RELEASE

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“GREEN” HOTELS ASSOCIATION® CELEBRATES 100 CHARTER MEMBERS

September 30, 1996, Houston, Texas – “Green” Hotels Association® is celebrating its success in filling its Charter Member posts with its first 100 hotelier members. These environmental leaders within the hospitality industry deserve to be recognized. “These leaders represent the most devoted environmental leaders in the hospitality industry, and they deserve to be honored,” says Patricia Griffin, president.

Regarding GHA membership, Janet Byrd, Director of Marketing/Environmental Program at The Colony Hotel, Kennebunkport, Maine, says, “Being environmentally responsible really does increase the bottom line and guest satisfaction at knowing they are contributing to helping our planet. Business has increased 15%+ since 1994.” “My favorite benefit of GHA membership is the savings we’ve achieved in the few months we have been members,” reports Russell Hong, Sales Manager/Owner, Econo Lodge Silicon Valley Suites, Santa Clara, California.

Each member received a copy of GHA’s Membership Conservation Guidelines and Ideas, a booklet filled with bulleted lists of ideas and suggestions on ways lodging accommodations can save water and energy and reduce solid waste. Guideline areas covered include employees, guestrooms, public areas, lawn and garden, pest control, restaurants, laundry, swimming pool, solid waste, composting, offices, purchasing, maintenance, meetings, new construction/ refurbishing, community, periodicals and contacts. The Guidelines grow in a continuous, evolving process, so that as members renew, the list of ideas has expanded. LTC Jim Anderson is at the NATO School (SHAPE), NS(S) in Oberammergau, Germany, a GHA member where military personnel from 14 countries are trained. He says of the Guidelines, “The cross-fertilization or sharing of ideas within a specific industry has proven very beneficial in that all activities mentioned blend service, the bottom line and their environmental responsibility into a common goal.”

“Specifics of accomplishments resulting from use of the Guidelines include use of towel and sheet cards which allow guests to decide when linens will be changed, using a non-toxic ionization process in a swimming pool and purchase of a mulcher to chop up all landscaping clippings. We are extremely proud of the earth-saving ideas, suggestions and tactics that our Membership Guidelines and Ideas encompass”, Patricia continues.

Approximately 75% of the members are in the United States<197>from the Atlantic coast of Maine to the Florida Keys to California’s beaches and Washington’s mountain lodges. International properties are located in Canada, Mexico, Costa Rica, Guyana, Germany and eleven islands in the Caribbean. The properties range in size from 4 guestrooms to 1,820 guestrooms.

Chains represented by “Green” Hotels Association® Charter Members include Best Western, Clarion, Colony Hotels, Comfort Inn and Suites, Days Inn, DoubleTree, Econo Lodge, Hilton, Holiday Inn, Hyatt, Quality Hotels and Inns, Radisson, Sleep Inns, Super 8 Lodges, SuperClubs, Travelodge and Wyndham.

Many independent hotels, inns and bed and breakfasts have joined with GHA in their commitment to help save our planet. The first 100 Charter Member properties represent 15,338 guestrooms in 25 states of the US plus members in the Caribbean and around the world.

An up-to-date list of GHA members along with other pertinent information will soon be found on the Internet at www.greenhotels.com.

Cost of membership for hotels is \$1 per guestroom per year, with a minimum of \$50 and a maximum of \$500. GHA guarantees that members will save more money than the membership costs through implementation of the ideas and suggestions offered in the Guidelines.

“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.” “Green” Hotels Association® welcomes all hoteliers who are committed to helping the environment through reducing energy and water usage and lessening the burden on landfills through reduced solid waste. For further information, contact “Green” Hotels Association®, P. O. Box 420212, Houston, TX 77242-0212, Internet: www.greenhotels.com, e-mail: green@greenhotels.com, 713/789-8889, Fax 713/789-9786