HOTELS

SUSTAINABLE DESIGN & PRACTICE BENEFITS

Bottom Line

Energy and cost savings attributed to efficiency measures are well documented. However, sustainable design and practice could have an impact on your bottom line far beyond reduced utility bills.

What if you could raise average daily rates, increase occupancy, host more conferences, and improve employee productivity?

Savings Case Studies

The Willard Intercontinental Hotel in Washington, DC gained over 1 million dollars in new business in one year as a direct result of their green initiatives. Meeting planners, and wedding parties who say they chose the hotel because of its green initiatives accounted for this increased revenue.

The Boutique hotel Stadthalle in Vienna won the Green Hotelier Award for 2015 as a result of their green initiatives. Within two years of their reopening they reached an average occupancy rate of 83% and an average rating well above the 3 star standard in Vienna.

Other Benefits

- Less employee turnover
- Higher resale value for properties and businesses that are sustainably managed
- Stimulating the economy through the creation of jobs

(The recycling industry employs over 1 million people and generates $200 Billion in annual revenues)

According to recent studies:

- 65% of corporate travel executives responsible for more than $10 million in annual travel budgets are in various stages of implementing green business travel guidelines
- 61% of meeting planners will hold meetings only in sustainable venues
- LEED-certified hotels obtain better financial results than non-certified competitors for at least the first two years
- 51% of meeting planners will hold meetings only in sustainable venues
- Employees of companies that voluntarily adopt “green practices” are 16% more productive than the average

Where to Start

- Linen reuse
- Lighting upgrade
- Low-flow plumbing fixtures
- Recycling
- Occupancy sensing thermostats

More than 90% of U.S. travelers surveyed said that they would choose a green, environmentally conscious hotel if the price and amenities were comparable to those at a non-sustainable hotel

For More Information Visit: www.idahopower.com/eetips

REFERENCES


