



Sustainable Hotel Ideas: Way forward to Go Green

Hotels around the world are rolling green initiatives like smart showers, solar power installations, and waste diversion. But what's right for one hotel may not be right or achievable for others.



What are sustainable, eco-friendly hotels?

Sustainable hotels are businesses that significantly reduce their environmental impact through green best-practices in maintenance, services, logistics, products, and supplies

The core elements revolve around reducing waste, saving energy, and cutting down on water usage.

There are many steps a hotel can take to move toward sustainability. Some of them are major capital expenditures, such as replacement of the HVAC system; others are easy to implement and even low-cost.



WHY SHOULD HOTELS GO GREEN?

When hotels go green it

- Reduces environmental damage
- Lower cost of operation
- Win goodwill from guests



Make your staff eco-friendly



1. Create a green team

Formulate a Green team to take the lead in implementing eco-friendly best practices across the Hotel. This gives employees a sense of ownership and commitment to implement green strategies. Acknowledge their efforts through measures like special Lunch, gifts cards. Green badge and Town Hall appreciation

2 Target the easy implementation tasks first

- Cut down on the use of plastic water bottles by offering hotel reward program members a reusable branded bottle
- Add a water-bottle filling station in the lobby.
- Install additional towel racks in bathrooms to make it easy for guests to reuse towels. Create a sign encouraging reuse
- Make recycling options easy to spot. Replace outdated bins with 3R Bins near elevator banks so that guests pass them frequently

3. Make the hiring and training process green.

- Use phone calls for initial interviews instead of asking candidates for a personal interview.
- Use Google meet ,Facetime or Zoom instead of face-to-face interviews.
- Provide new employees with links to documentation in electronic format instead of hard copy submission .
- Steer new applicants to online employment portals rather than requesting hard copy resumes.
- Highlight your hotel's sustainability efforts in hiring materials so all new additions to your staff understand its priority in daily operations.

A close-up photograph of eco-friendly bathroom items. On the left is a clear glass bottle with a black cap. In the center is a wooden toothbrush with white bristles. On the right is a large, vibrant green leaf. The background is a textured, light-colored surface.

Ensure guest services are eco-friendly

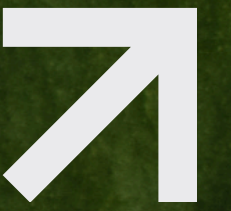


1. Focus on efficiency.

- Offer remote check-in/check-out to keyless entry cut down on lost plastic key cards.
- Reduces paper usage by promoting web check ins .
- Minimize overstaffing and the additional carbon emissions it causes by going completely digital .

A close-up photograph of eco-friendly bathroom items. On the left is a clear glass bottle with a black cap. In the center is a bamboo toothbrush with white bristles. On the right is a large, vibrant green leaf. The background is a soft-focus mix of these elements.

Ensure guest services are eco-friendly



2. Upgrade your transportation offerings and services with sustainability in mind.

- Add electric vehicle charging stations for guests with electric or hybrid cars.
- Consider eBike and eScooter rental options to promote sustainable transportation
- Provide group shuttles using hybrid or electric vehicles for office transfers to cut down on the number of low-occupancy car trips to and from your hotel



Make guest rooms more green

1. Automate conservation.

- Sustainability efforts in guest rooms have evolved beyond cards reminding guests to reuse towels, turn off the AC, or hit the light switch on the way out.
- Implement smart showers to limit the length of showers or regulates the water flow avoiding wastage.
- Implement bathroom and public area motion sensors or timers which automatically detects need of lights to be on or off regulating usage
- Thermostats with occupancy sensors adjust heating and AC temperatures.
- Utilizing Internet of Things (IoT) technology, these same room amenities can be connected to apps so guests can change settings remotely. bottles

2. Furnish rooms sustainably.

- In addition to smart technology, make smart choices in furnishing guest rooms with natural fiber sheets and furniture made of sustainable materials.
- Stock the room with reusable coffee mugs and glasses rather than plasticware, paper, or styrofoam.
- In the bathroom, provide natural and organic soaps and shampoos from certified green manufacturers in biodegradable packaging.
- Provide wet amenities in dispensing stations cutting use of single usage plastic bottles

A close-up photograph of eco-friendly items. On the left is a dark amber glass bottle with a black cap. In the center is a light-colored wooden toothbrush. On the right is a large, vibrant green leaf. The background is a textured, light blue-grey surface.

Make Events eco-friendly

1.Reduce waste during events.

- Cut down on the number of trash receptacles at your event venue while increasing the amount of recycling options to force attendees to dispose of their waste thoughtfully. Make it easy for guests to recycle by clearly marking and positioning recyclable containers for paper, aluminium cans, and plastic bottles.



Make Events NATURE PRESENTATION eco-friendly

2. Incorporate reusable dishes, silverware, glasses and mugs.

- Cut down on the use of straws, plastic serving-ware, and paper plates at your facility.
- Save money in lower supply costs and waste management (the less your hotel throws out, the lower the cost for trash hauling).
- Replace single portions of cereal, yogurt, and jam at your breakfast bar with glass containers to further minimize waste.

3. Shop local.

- Source from nearby growers and food providers. It's a great way to support area farmers while also reducing the carbon emissions caused when transport from a distance.
- Menu selections should incorporate sustainable offerings, including vegetarian and vegan items that take fewer resources to produce than Non vegetarian

A close-up photograph of eco-friendly items. On the left is a dark amber glass bottle with a black cap. In the center is a light-colored wooden spoon. On the right is a large, vibrant green leaf. The background is a textured, light blue-grey surface.

Make Events eco-friendly

4. Compost and donate food from your kitchen.

- Establish processes to compost waste, which can in turn support sustainable gardening practices.
- Donate unused or leftover food to various local and national NGOs

A still life composition featuring a glass bottle, a wooden spoon, and a green leaf, symbolizing sustainability. The glass bottle is on the left, the wooden spoon is in the center, and the green leaf is on the right. The background is a textured, light-colored surface.

Make the Public area onshop green

1. Stock-up with sustainable items in the hotels gift shop

- When choosing which packaged edible products to sell or which manufacturers to use for branded apparel and gifts look at green certified businesses as partners



2. Operate with efficiency.

- In terms of daily hotel operations, monitoring occupancy levels at your hotel will help managing offs and leaves efficiently cutting down on staff transportation emissions, reducing food , energy and water usage on low occupancy day
- Sensor lights across the entire back area automatically dim and brighten at different times of the day, and sensor thermostats can keep the Hotel comfortable.
- For display fridges , sensors on doors can brighten interiors when opened, and there are environmentally-friendly point of sale systems that cut down on electricity and paper for receipts.
- Replace plastic bags for compostable bags or convenient reusable ones that can be returned to the desk or placed in drop boxes.



Create hotel landscaping and gardening that's eco-friendly

1. Cut down on runoff.

The excess water from storms and irrigation that doesn't evaporate or get absorbed into groundwater is a silent assassin when it comes to the environment.

It's especially tricky on hotel grounds with lots of asphalt parking and concrete outdoor patios. Combat this by planting a rain garden and water detention ponds to collect drainage.

2. Water wisely.

- Smart irrigation systems can cut down on unnecessary water use with timed watering in dawn and dusk.
- Reduce overall water requirements by planting drought-resistant native plants and ground cover instead of just grass, this change also reduces the need for pesticides and fertilizers.

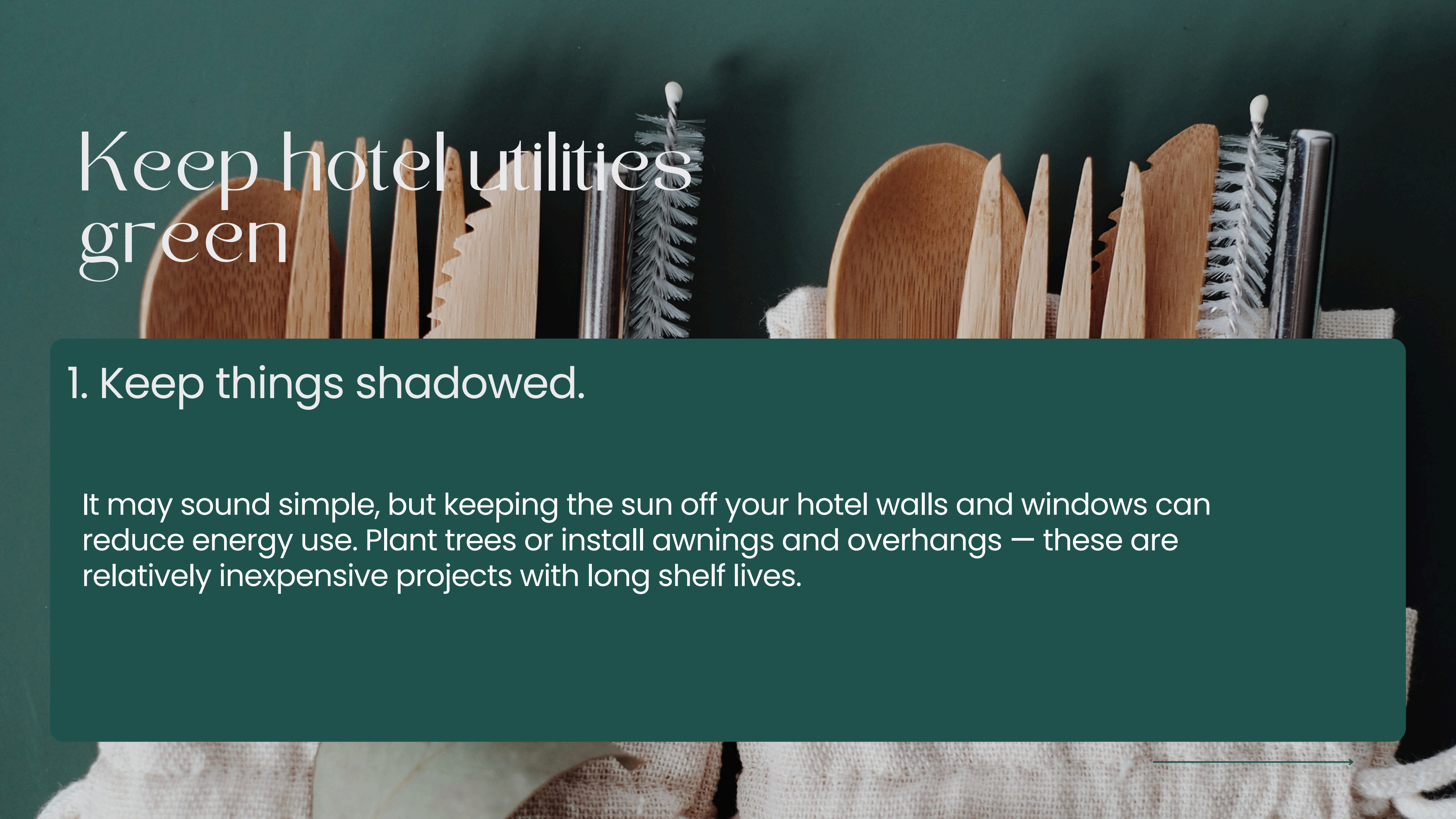


Create hotel landscaping and gardening that's eco-friendly

3. Install a worm composting bin.

There are many benefits of breaking down organic material into nutrient-rich soil and fertilizer:

- Reduce the amount of trash being hauled away to landfills
- Keep pests away from your trash (less trash, less pests)
- Promote healthy organic growing in your hotel kitchen operations
- Reduce plant diseases/require less pesticides
- Help soil drain properly to help cut down on runoff
- Speed-up the composting process
- Cut down on composting odor (since the worms break down the vegetation faster)
you don't even have to worry about hiding the composting bin — knowledgeable guests will notice and appreciate the effort.



Keep hotel utilities green

1. Keep things shadowed.

It may sound simple, but keeping the sun off your hotel walls and windows can reduce energy use. Plant trees or install awnings and overhangs — these are relatively inexpensive projects with long shelf lives.



Keep hotel utilities green

2. Automate water and energy conservation.

- Use aerators on bathroom sinks to reduce water usage.
- Replace standard toilets with low flow or dual flush versions
- Swap out traditional lights with energy-saving lighting with sensors to automatically turn them on or off, or brighten and dim.

3. Invest in green infrastructure.

Capex items available to hoteliers interested in long-term sustainability ROI include:

- Solar panel installations
- Energy Star-rated heating and cooling systems
- Geothermal cooling towers
- Water recovery and recycling systems



Make hotel maintenance green

1. Conduct Monthly Audits

- On a regular basis, be sure to conduct an audit of equipment to make sure they are using the right amount of power when in use, as well as in standby mode.
- Your audit will assess your current energy use, identify energy-saving opportunities, and help you quantify potential short- and long-term savings.

2. Keep an eye on your systems.

Monitoring sensors are available for most equipment types in your hotel, from HVAC systems to generators. These easy-to-use systems come with wireless reporting systems for predictive maintenance. Even without investment in electronic monitoring, you can still track every system within your facility through an ongoing program involving multiple levels of hotel staff, led by maintenance, to analyse energy waste over a given period of time and create improvement plans.



Ensure hotel waste management is sustainable

1 Abolish the plastic water bottles

Among the most environmentally damaging products on the planet, plastic water bottles take up a ton of space and often get intermingled with garbage during disposal. It's not difficult to move away from bottled water and toward filtered water dispensers, refillable bottles, and water pitchers for guests and event attendees.

Offer a credit loyalty points for guests opting for bottled water and stationary in social and corporate events

2. Compost whenever possible.

Composting is an important sustainability practice. Roughly one third of the food produced in the world for human consumption every year gets lost or wasted. You may be able to compost some waste on your property, but you'll probably also need to participate in a composting program to divert compostable materials away from landfills.

Train your staff to separate compostable waste for efficient pickup



Go green for purchasing

1. Make green decisions

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Opt for biodegradable, non-toxic products in sustainable packaging as much as possible. A sustainable purchasing policy is relatively easy to establish, and should incorporate items like:

- Paint
- Office supplies, writing pads, and pens
- Light bulbs
- Cleaning supplies, sanitizers, and adhesives
- Paper products

2. Shop for certified green appliances.

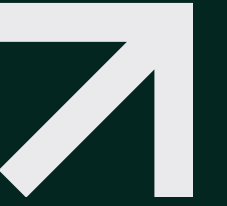
Hotels wastes significantly on inefficient appliances?

- Look to replace your existing lineup with energy-saving appliances like commercial fryers and griddles, ice machines, ovens, dishwashers, freezers, and refrigerators.
- Pay close attention to older-model washing machines which should be swapped out as soon as possible with models that conserve energy and water.
- Adopt induction cooking replacing LPG and coal fuel



Communicate externally about your sustainable measures

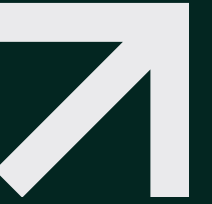
As you take steps to improve sustainability, it's imperative to get the word out about these positive practices.



- Social media is popular with environmentally-conscious consumers. Reach with hashtags like #zerowaste and #sustainablebusiness to get your hotel sustainability story circulating with target audiences.
- Incorporate your sustainability business practices into your hotel's search engine optimization (SEO) marketing efforts through trending keywords to rank higher in Google search results



Communicate externally about your sustainable measures



- As Partner with green business organizations. Many of these, like the Green Hotels Association, have certification programs and effective marketing and publicity tools to draw attention to your effort
- Share your news through direct mails as sustainability is a topic your customers are incredibly passionate
- About 88 percent of consumers want businesses to help them make a difference

Be sure to avoid greenwashing!

The hospitality industry should be wary of greenwashing when sharing sustainability stories, as environmentally conscious consumers react negatively to this practice. Research shows close to 80 percent of hotel guests say sustainable practices are important when choosing where they stay; that said, a majority are willing to avoid revisiting — and even boycott — a hotel that engages in greenwashing. Some common examples of greenwashing include:





- Over-exaggerating: If you're only implementing one or two sustainability initiatives, that doesn't make your hotel green; rather, it makes you a hotel with one or two sustainability initiatives.



- Ambiguity: Despite the common use of the term 'eco-friendly,' it doesn't have a regulated meaning. The public understands this and expects evidence to back up your use of green terms.



Utilizing faux-green products: When making purchases of things like sustainable room soaps, cleaning products, and organic foods be sure to research the provider's reputation to make sure they are legit and not just using self-declared "certified" or "100-percent organic" without proof.

- Too much data: Try not to swamp your guests with information or overly technical terms when detailing sustainability efforts. Making things too complex won't gain attention and may, in fact, frustrate guests.



Thank You .

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