

AH&LA Green Assessment Survey Results

Developing a baseline for eco-friendly practices in hotels

The top 10 green things hotels are doing well:

1. Offering linen reuse program
2. Recycling paper
3. Using compact fluorescents in guestrooms
4. Using compact fluorescents in public spaces
5. Offering towel reuse program
6. Training maintenance staff on conservation and energy procedures
7. Recycling cardboard
8. Water conserving retrofits for showers
9. Recycling program in administrative areas
10. Tracking energy and water consumption on a monthly basis

The top 10 green things hotels can improve on:

1. Having occupancy sensor controls for the thermostat in guestrooms
2. Recycling food waste
3. Using indoor paints that are low or zero VOC (volatile organic compounds) or Green Seal Certified
4. Using T8 lamps in corridors
5. Giving preferential treatment to vendors/suppliers who offer recycled products
6. Using daily cleaning chemicals that have a MSDS health rating of "1" or less and/or Green Seal Certified
7. T8 lamps in back of house
8. Tracking generation of solid waste on a monthly basis
9. Recycling program in guest rooms
10. Recycling program in recreational areas

Motivations and Challenges:

In rank order, the following are the biggest motivations for implementing green lodging practices:

1. Environmental benefits and building guest loyalty (tie)
2. Financial savings
3. Increasing market share
4. New revenue opportunities
5. Marketing and public relations coverage
6. Preempting government regulations

In rank order, the following are the biggest challenges or barriers hoteliers face in implementing green lodging practices:

1. Having enough capital to invest
 2. Achieving ROI
 3. Ability to find vendors/suppliers offering the products they need
 4. Having enough time
 5. Limited knowledge/resources
 6. Garnering support from government or local organizations
 7. Possibility of negative guest reactions
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Current Summary of Eco-Friendly Hotel Practices

Procedures

82.3% train their maintenance staff on conservation and energy procedures

72.2% track energy and water consumption on a monthly basis

65.9% have individual(s) dedicated to improving their property's environmental performance

60.3% have eco-friendly practices implemented into their landscaping efforts

32.4% track generation of solid waste on a monthly basis

Policies

34.6% have had an energy audit or building re-commissioning in the past five years

30.1% currently have an environmental purchasing policy

22.3% are planning an environmental purchasing policy within the next year

Recycling

87.8% recycle paper

81.7% recycle cardboard

65% recycle plastic

63.3% recycle glass

50.6% recycle metals

18.9% recycle food waste

78.9% have a recycling program in administrative areas

64.2% have a recycling program in the kitchen

46.9% have a recycling program in the common areas

34.8% have a recycling program in recreational areas

32.6% have a recycling program in guest rooms

Programs and Practices

88% have a linen reuse program in place for guests who stay multiple nights

83.5% have a towel reuse program in place for guests who stay multiple nights

43.4% have programmable on/off timers or sensors used for lighting in low traffic/occupancy areas

28.2% give preferential treatment to vendors/suppliers who offer recycled products
16% use an occupancy sensor control for the thermostat in guestrooms

Water

80.4% use water conserving retrofits for showers
69.9% use water conserving retrofits for toilets
42.9% use water conserving retrofits for laundry

Lighting

86.2% use compact fluorescents in guestrooms
85.2% use compact fluorescents in public spaces
49.7% use LED exit signs
30.7% use T8 lamps in back of house
27.5% use T8 lamps in corridors

Chemicals

29.3% use daily cleaning chemicals that have a MSDS health rating of "1" or less and/or are Green Seal Certified
23.4% use indoor paints that are low or zero VOC (volatile organic compounds) or Green Seal Certified

These results are based on an independent study conducted by AH&LA.