

Pilot Spotlight

Featuring Columbia Hospitality,
 A Local "Green" Success Story...



3 properties | 14 new green actions | 14 months

How Did They Do It?

The WLA Green Pilot Process:

Follow the blue hyperlinks for more information



GREENING WASHINGTON'S
 LODGING INDUSTRY

The Green Program, funded by a grant from the Department of Ecology, has been administered by the Washington Lodging Association with support from its professional partner, Cascadia Consulting Group.

Going Green Helps Hotels

- ✓ Save money
- ✓ Maximize marketing opportunities
- ✓ Capture new business
- ✓ Engage employees
- ✓ Serve as better environmental stewards

Salish Lodge and Spa



- Formed environmental committee
- Implemented linen reuse program
- Improved recycling
- Started composting
- Retrofit lighting
- Encouraged guests to have eco-friendly stay
- Scheduled in-depth energy audits

Bell Harbor International Conference Center



- Improved recycling signage
- Eliminated bottled water use
- Expanded green meeting offerings

Talaris Conference Center



- Formed environmental committee
- Began offering in-room recycling
- Implemented linen reuse program
- Encouraged guests to have eco-friendly stay

- 1 [Pledged](#) to complete three new environmental actions at each of three properties
- 2 Completed [Green Practices checklist](#) for each of the three properties
- 3 Conducted [site audit](#) at Salish Lodge & Spa
- 4 Decided on [Green Actions](#) to pursue at each property
- 5 Implemented Green Actions, checking in on process via monthly conference call
- 6 Monitored results; tracked savings
- 7 Shared [experience](#) at Washington Lodging Association luncheon on March 7, 2011

"The return on our investment to be green is not able to put in just dollar amount. This venture has been a benefit to our management team, our team members and clients."

-Barbara Rush, Director of Operations for Bell Harbor Conference Center

For more information, visit us online at:

www.walodging.org

Lighting retrofit at Salish Lodge
75,000 kWh saved annually
\$6,000 saved annually
1 year payback period
50% grant funding from PSE



Shifting from bottled water to water stations at Bell Harbor has saved
\$15,000
40,000 plastic bottles



Increased recycling at Salish Lodge
\$1,800 saved over 4 months
 Bell Harbor recycles **70%** of its waste
65 tons of organics diverted since last March
 Bell Harbor has donated **900 pounds of food** through Seattle's Table.



Columbia Hospitality's efforts have been featured in **8** news articles, including
 EcoGreenHotel
 Green Lodging News
 Seattle Daily Journal of Commerce
 The Seattle Times
 SnoValley Star



Columbia Hospitality employees are more engaged in and aware of green activities
3 green teams
 83% of employees reported their knowledge of green practices strongly increased during the program

