

Pilot Spotlight

Featuring Best Western Peppertree Inns of Washington, A Local "Green" Success Story...



4 properties | 45 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

Auburn Inn



- Formed environmental committee
- Replaced exterior lighting with Neon LED
- Installed photosensors on outdoor lighting
- Added rain gauges to irrigation system

Liberty Lake Inn



- Switched to 30% recycled paper
- Installed T8 and CFL bulbs in lobby, common areas, and guest rooms

Omak Inn



- Switched to green cleaners to clean room, sheets, and towels
- Purchased rechargeable batteries
- Retrofit toilets with dual flush handles and plumbing (Auburn)

Spokane Airport Inn



- Installed occupancy sensors on common area lights
- Replaced exit signs with LED
- Collect guest feedback on green program

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 Spokane Airport Inn

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 June 9, 2011

"The value of this project has extended far beyond the cost savings we've seen from the new actions we've taken. Our environmental efforts are important to our guests and employees."

-Rita Santillanes, Owner of Best Western Peppertree

Outdoor lighting Neon LED replacement and photosensors
\$10, 600 project cost
 75% energy savings
 < 2 year payback period



Installing rain gauges
\$135 per hotel
 3 month payback



Collect guest feedback on green program using online survey
 Reduces paper use
 Engages guests and improves program



"Great Green program. Suggest adding receptacles to collect plastic bottles. I really enjoyed your hotel and hope to return soon. Thank you for doing this!"

Peppertree's efforts have been featured in
 5 news articles, including
 Auburn Reporter
 Green Lodging News
 Omak Chronicle
 Seattle Daily Journal of Commerce
 Spokesman Review



Peppertree employees are more engaged in and aware of green activities
 70% of employees reported their knowledge of green practices strongly increased during the program



For more information, visit us online at:

www.walodging.org