

WLA Green Pilot Update: Best Western Peppertree Inns

Going Green from Check-In to Check-Out

June 9, 2011


WASHINGTON
LODGING ASSOCIATION
Strengthening State Hospitality



GREEN PROGRAM
GREENING WASHINGTON'S
LODGING INDUSTRY



Best Western Peppertrees
THE WORLD'S LARGEST HOTEL CHAIN®

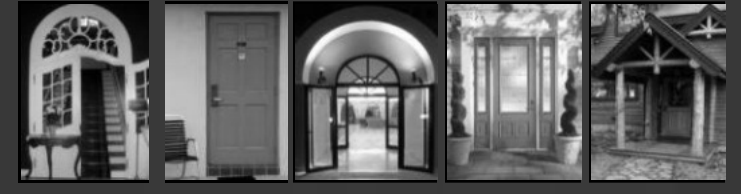
Today's Agenda



- The importance of green lodging
- Overview of WLA green lodging program
- Best Western Peppertree Inns background
- *Going Green from Check-In to Check-Out*
- Pilot project successes and lessons learned



Why Green Lodging?



Wide range of benefits

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



Green Lodging Pilot Overview



Public-Private Partnership: WA Dept of Ecology & WA Lodging Association

Goals: Demonstrate benefits and affect larger change in the lodging industry

Achieve goals through...

1



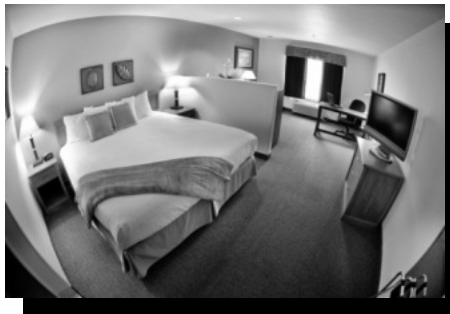
Pilot projects
with (2) hotel companies

2



Educational events & resources
(2) to showcase pilot companies

Peppertree's Commitment



As a WLA Green Pilot Company:



- Provide leadership-level commitment
- Participate in on-site assessment
- Implement new green initiatives
- Meet regularly to assess progress
- Track cost savings and green benefits
- Host workshops to share successes and lessons learned

Best Western Peppertree



Best Western Peppertree Inns of Washington are committed to continuously reducing our carbon footprint without sacrificing our guests' comfort and amenities.



Best Western Peppertrees
THE WORLD'S LARGEST HOTEL CHAIN®

Best Western Peppertree



The Peppertree Green Team



Rita Santillanes	<i>Owner</i>	Best Western Peppertree Inns
Chase Santillanes	<i>Revenue Manager</i>	Best Western Peppertree Inns
Val Santillanes	<i>Marketing</i>	Best Western Peppertree Inns
Khara Nixon	<i>General Manager</i>	Auburn Inn
Ricardo Perez	<i>General Manager</i>	Spokane Airport Inn
Kassie Abrahamson-Pepin	<i>General Manager</i>	Omak Inn
Miles Vierck	<i>General Manager</i>	Liberty Lake Inn

Pulling In



- 👁️ Hotel is lit with Neon LED lighting
- 👁️ Outdoor lighting has photosensors
- 👁️ Irrigation system has rain gauges
- ️ Parking lot has an electric car charging station

Outdoor lighting projects



Project cost: \$10,600
Savings from: electricity, repairs, maintenance
LED lights use 75% less energy
Estimated payback: < 2 years

Rain gauges



Project cost: \$135
Estimated payback: 3 months



Check – In

- Given recycled plastic keys



- ☞ Sign 30% recycled paper

- ☞ Lobby and common areas have T8 and Compact Fluorescent lighting

30% Recycled paper



Added cost: \$3.80 more per ream
Over 6 months, have avoided:
35 pounds of CO₂e
160 gallons of wastewater
10 pounds of solid waste

Indoor lighting



More than 1,000 free CFLs from
Inland Power in the past 3 years
Bulbs use 75% less energy and last
10 times longer than incandescent



Inside Your Room


- A/C unit program
- T8 and CFL lighting
- Linen reuse program
- Low flow showerheads and faucets
- Recycling bins
- Green soaps and lotions
- Bulk dispensers to hold green soap and shampoo
- ☑ Room, sheets, and towels cleaned with green products
- ☑ Rechargeable batteries
- ☑ Dual flush toilets (Auburn)

Green laundry **ECOLAB**

Less linen replacement with gentler chemicals
Saves 30 gallons of water per wash from 1-2 fewer rinse cycles
Less electricity/gas used from shorter wash times and rinse cycles



Around the Hotel

- Occupancy sensors on lights
 - T8 and CFL lighting
- Pool has dehumidifier
 - Gym and public restrooms use cloth towels
 - Breakfast room has ceramic plates and cups
- LED exit signs 

Pool dehumidifier

Project cost: \$28,000

Rebate: \$23,000

Savings from avoided roof repairs,
energy capture, heating

LED exit signs

Project cost: \$15 per sign

Payback: 6 months

Energy savings: 6,000 kWh

Additional lamp life: 10 years

Checking Out



- Option to have receipt emailed
- 👁️ Collect guest feedback on green program

 **Santillanes Hospitality, L.L.C.** May 05, 2011
12:00 pm
BEST WESTERN PLUS Peppertree Auburn Inn
401 8th St. SW
Auburn, WA 98001
Telephone: (253)887-7600 Fax: (253)887-7676
Each Best Western hotel is independently owned and operated.

RITA
XX
XX
XX, XX XX

Folio #: 173846
Room Number: 216
Rate: \$0.00
Pay Method: COMP

Arrival Date: Monday, March 21, 2011
Departure Date: Tuesday, March 22, 2011

Member #:
Information:

Date	Department	Reference	Voucher	Room	Debit	Credit

I agree that my liability for all charges is not waived. Balance:

Please tell us how we are doing. Visit us at www.peppertreeauburn.com and click on SURVEY!

Signature _____

“We try to live green and were pleased to see a hotel that shares our values.”

“I appreciate that you have the refillable soap, shampoo dispensers and don't waste small individual bottles.”

“Great Green program. I really enjoyed your hotel and hope to return soon. Thank you for doing this!”

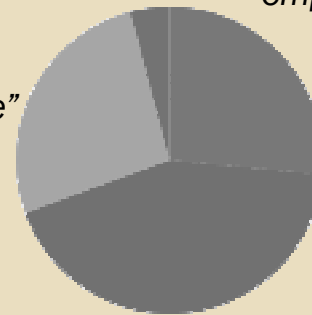
Pilot Project Summary



- More employees engaged in and aware of green activities

How has your awareness of green practices changed over the past 6 months?

“Stayed the same”
27%

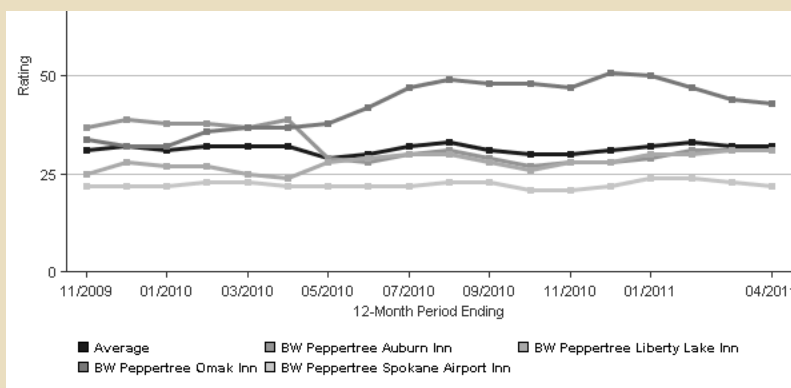


“NA, I am a new employee”
4%

“Strongly increased”
27%

“Somewhat increased”
43%

- Overall energy use decreasing



Tracking savings
with ENERGY STAR
Portfolio Manager

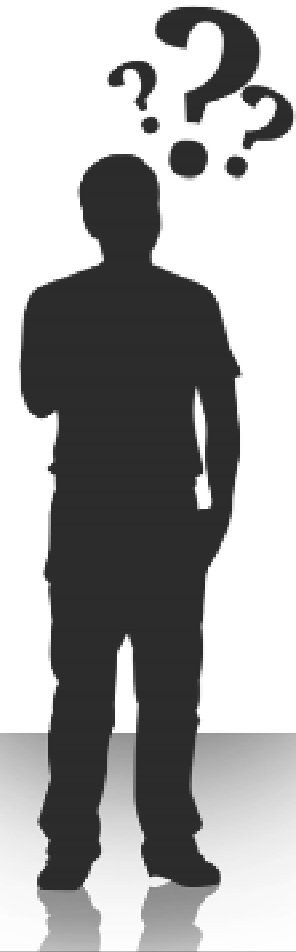
**2.5% decrease in
average adjusted
energy use**

Lessons Learned



Successful new environmental initiatives require:

- ✓ Team member engagement
- ✓ Collaboration & information sharing
- ✓ Leadership & corporate culture
- ✓ Partnerships
- ✓ Time and persistence
- ✓ Willing community



Panel Discussion

Panelists:

Rita Santillanes

Owner

Best Western Peppertree Inns

Chase Santillanes

Revenue Manager

Best Western Peppertree Inns

Val Santillanes

Marketing

Best Western Peppertree Inns

Ricardo Perez

General Manager

Spokane Airport Inn

Miles Vierck

General Manager

Liberty Lake Inn



Take the pledge to go green(er)!

Undertake at least one new
green initiative

Online:

www.surveymonkey.com/s/WLAGreenPledge

Benefits:

- ✓ Join your peers
- ✓ Get listed on WLA's green lodging webpage
- ✓ Reduce operating costs
- ✓ Maximize marketing opportunities & capture new business
- ✓ Be a better environmental steward

WASHINGTON LODGING ASSOCIATION
Empowering State Hospitality

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Here's Our Pledge to Go Green(er)!

The Washington Lodging Association (WLA), in partnership with its professional partner Cascade Consulting Group of Seattle, proudly launched the Greening Washington's Lodging Industry Program, funded by a grant from the Washington State Department of Ecology.

The Program is intended to help hotels throughout the state save money, maximize marketing opportunities, and capture new business, while being better environmental stewards for the benefit of their staff and their local communities. Since its kick off in March 2010, the Program has focused on working with the two companies selected as pilots for the program, Columbia Hospitality and Best Western Peppertree Inns of Washington to identify and spearhead a number of new green practices at each property.

Now it is your turn to take steps to go greener with your pledge to undertake at least one new green initiative. ... you'll be recognized on WLA's Website and be entered to win a free night's stay at the Pan Pacific hotel in Seattle, a coffee basket from Starbucks Coffee Company, or a sustainability audit and consultation at your property conducted by Cascade Consulting Group!

We pledge to implement the following action(s) at our property within the next 90 days. (For ideas on actions you can take, see the excerpt from WLA's Greening Program practices list or add your own.)

Green Activity (required): _____

Green Activity (optional): _____

Green Activity (optional): _____

Name: _____

Property name and address: _____

City: _____

Phone: _____

Number of Guest Rooms: _____ Email: _____

Signed: _____ P&T: _____ Swimming pool? _____

Date: _____

We will follow up with you in three months to confirm your green practice has been implemented, and learn about cost or utilities savings. Once we have confirmed your participation, WLA will give you written permission to use a special Greening Washington's Lodging Industry logo at your property and on your website, social media, or other communications, and WLA will recognize your property on its website.

Please complete this pledge form online by visiting the WLA website: www.walodging.org

Alternatively, you can submit a hard copy of your pledge form to Stephanie Torrell at stephanie@cascadeconsulting.com, or 1109 1st Avenue, Suite #400, Seattle, WA 98101. If you have any questions, please call (206) 449-1149.