

HOTELS

SUSTAINABLE DESIGN & PRACTICE BENEFITS

Bottom Line

Energy and cost savings attributed to efficiency measures are well documented. However, sustainable design and practice could have an impact on your bottom line far beyond reduced utility bills.

What if you could raise average daily rates, increase occupancy, host more conferences, and improve employee productivity?



Savings Case Studies

The Willard Intercontinental Hotel in Washington, DC gained **over 1 million dollars in new business in one year as a direct result of their green initiatives.** Meeting planners, and wedding parties who say they chose the hotel because of its green initiatives accounted for this increased revenue.

The Boutique hotel Stadthalle in Vienna won the Green Hotelier Award for 2015 as a result of their green initiatives. Within two years of their reopening they reached an **average occupancy rate of 83%** and an **average rating well above the 3 star standard in Vienna.**



Other Benefits

- Less employee turnover
- Higher resale value for properties and businesses that are sustainably managed
- Stimulating the economy through the creation of jobs

(The recycling industry employs over 1 million people and generates \$200 Billion in annual revenues)

Where to Start

- Linen reuse
- Lighting upgrade
- Low-flow plumbing fixtures
- Recycling
- Occupancy sensing thermostats

For More Information Visit:
www.idahopower.com/eetips



More than 90%
of U.S. travelers
surveyed said that they
would choose a *green,
environmentally
conscious hotel* if the
price and amenities were
comparable to those at a
non-sustainable hotel

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