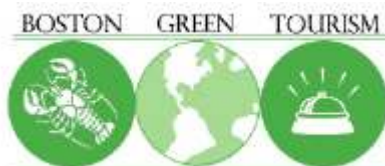


# Introduction to Green Key Global

Prepared for Boston Green Tourism

October 21, 2010



# Introduction



*The **Green Key Eco-Rating Program** was the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable "green" operations.*

- Founded in 1997 – Hilton Downtown Toronto is Member #1
- 1,500+ participating hotels, representing more than 230,000 guest rooms in the United States, Canada and beyond
- Built for hotels by hoteliers
- Partnership in U.S. between LRA Worldwide and Hotel Association of Canada
- Launched in the U.S. in 4Q 2009





**GREEN KEY**  
Eco-Rating Program

# Benefits

*"Given Green Key's success in Canada and its relationship with LRA Worldwide, it has a very good chance of becoming the United States' most widely accepted green lodging certification program."*

**Glenn Hasek, Publisher, Green Lodging News,** 9/21/09



**green lodging news™**  
lodging's leading environmental news source

- 1 Environmental:** Be a responsible corporate citizen and lessen your environmental impact
- 2 Financial:** Identify opportunities to reduce operating costs and wasteful practices in operations, purchasing and more
- 3 Marketing:** Make your appeal for the business of environmentally-conscious consumers and meeting planners



# Benefits - Environmental



*"The Green Key Eco-Rating Program is the only one of its kind that addresses the specific needs of hotel operators. This program is sound environmentally and fiscally and is an exciting addition to the 'green' movement."*

**Arthur Hall Adams, AIA**  
*AHADAMS & Company*  
**LEED AP**

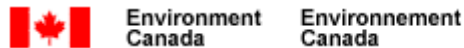




# Benefits - Environmental



## 1. Program Design



## 2. Expert & Comprehensive

- +/- 150 Questions
- Five (5) Categories
- Nine (9) Operational Areas

### FIVE CATEGORIES:

- Corporate
- Housekeeping
- Food & Beverage
- Conferences & Meetings
- Engineering

### NINE OPERATIONAL AREAS:

- Energy conservation
- Water conservation
- Solid waste management
- Hazardous waste management
- Indoor air quality
- Community outreach
- Building infrastructure
- Land use
- Environmental management

## 3. Personnel & Community

- A healthier work environment for **employees**
- A focus on **Community Involvement**



# Benefits - Financial



*"Going with the Green Key Eco-Rating program has been a very worthy venture for our hotel. The best part about Green Key is that we have only marginally increased expenses related to improving our eco-rating and financial performance. Most improvements simply involved procedural change, employee commitment and employer diligence - we are very happy with our results!"*

Jason Hemstock  
Human Resources Manager

**Best Western Inn on the Bay**



# Benefits - Financial



- 1. Actionable Report:** Provides cost-saving recommendations and best practices in the operational areas covered in the report.
- 2. Measureable ROI**
  - **Operational:** Track savings on energy and water usage, purchasing, supply chain management and more
  - **Bookings:** Monitor traffic from the [www.greenkeyglobal.com](http://www.greenkeyglobal.com) site; Green Key pays for itself quickly



# Benefits - Marketing



*"Nearly 60-percent of potential hotel guests consider a property's environmental programs prior to booking."*

**TravelHorizons™ Study  
July 2009**



*"Not only are green hotels better for the environment, travelers overwhelmingly prefer them. This week Travelocity announced that eco-friendly hotels get higher consumer reviews than their non-green counterparts."*

**Hotel News Resource  
July 2010**





# Benefits - Marketing



*"Nearly 60-percent of potential hotel guests consider a property's environmental programs prior to booking."*

**YPartnership *travelhorizons*™ study, July 2009**

## 1. Marketing Affiliations to ensure maximum recognition for Green Key members



travelocity  
travel for good



# Benefits - Marketing



2. **Public Relations** efforts will ensure that [www.greenkeyglobal.com](http://www.greenkeyglobal.com) becomes an invaluable resource to consumers. Green Key has already been featured in:



# Benefits - Marketing



**2. Public Relations:** Individual member hotels have launched their own efforts to publicize their Green Key membership to great effect.



## Hilton Portland earns Green Key award

January 6, 2010

PORTLAND, Ore. – The Hilton Portland & Executive Tower announced today that the property has been certified under the Green Key Eco-Rating Program. The Hilton was awarded four Keys on a scale of five Keys, and is the first hospitality property in Oregon to receive this designation. This rating is based on the Hilton having mature sustainability programs in place that involve management, employees, guests, and the public, and which have shown substantial and measurable results.



## Radisson LAX Hotel Earns 4-Key Rating with Green Key Program

LOS ANGELES—In keeping with its pursuit of environmental stewardship and accountability, the Radisson Los Angeles Airport Hotel has joined the Green Key Eco-Rating Program as a member and registered hotel, and is pleased to announce the achievement of a 4-Key rating. A 4-Key rating demonstrates that the Radisson LAX has shown national industry leadership and commitment to protecting the environment through wide ranging policies and practices.





# Benefits – Marketing (Cont.)



## 3. Recognition Plaque

## 4. Use of Green Key Logos





# Benefits – Marketing (Cont.)



## 5. Listing on [www.GreenKeyGlobal.com](http://www.GreenKeyGlobal.com)

### U.S., Canada and International

The screenshot shows the GreenKeyGlobal.com website interface. On the left, a map of North America highlights Canada and the United States. A yellow callout bubble points to the U.S. section, which lists "U.S. Hotels" and "California" with a list of cities: Gilroy, Hayward, Los Angeles, Monterey, Newport Beach, Redwood City, San Francisco, San Jose, Santa Monica, Santa Rosa, Sonoma, Sunnyvale, Vallejo, and Watsonville. Another yellow callout bubble points to the "International" section, which features a globe icon and a table of international hotels.

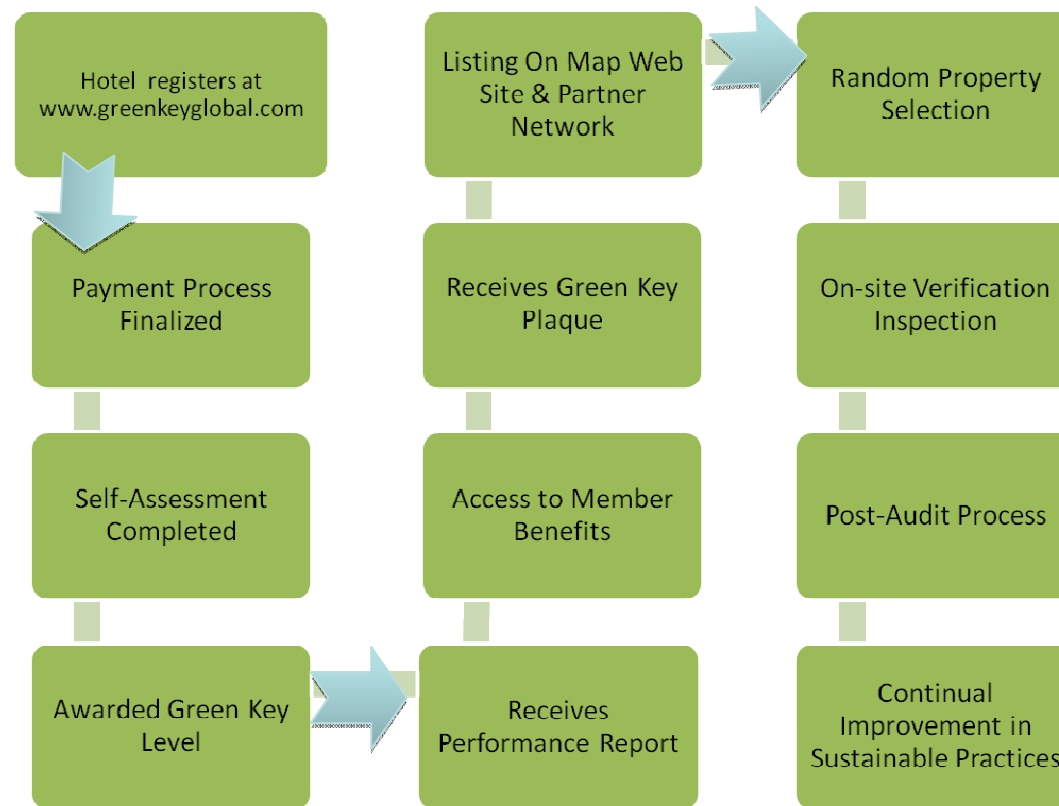
Location	Year	Green Key Rating
San Francisco	2009	3
Grand Hyatt San Francisco	2009	3
Fairmont Heritage Place, Ghirardelli Square	2009	3
Fairmont San Francisco	2009	3
Sheraton Fisherman's Wharf	2010	3
San Jose		



# The Green Key Process



**The Green Key Eco-Rating Program is a turnkey online program with a self-administered audit.**



# The Green Key Inspection



**Verification Inspections Conducted by LRA  
Worldwide, Inc.**



- Global leaders in the design & development of customized Quality and Brand Assurance programs
- Random verification across the entire Green Key membership



# Green Key in the Marketplace



**There are a number of other “Green Programs” in the marketplace – why Green Key?**

- Graduated Ranking **and** Certification Program
- Affordable....and therefore scalable
- Self-administered...but independently audited
- Turnkey
- Built by **hoteliers** to focus on hotel operations and practices, not new building, materials, infrastructure, needed capital expenditures or products





# Green Key in the Marketplace



There are a number of other “Green Programs” in the marketplace – why Green Key?

The screenshot shows the AH&LA website's press room. At the top left is the AHO logo (American Hotel & Lodging Association). Navigation links include "AH&LA", "Educational Institute", and "Foundation". A "member login" button is on the right. A search bar and a menu with "home", "press room", "membership", "governmental affairs", "conventions & events", and "programs & initiatives" are visible. Below the menu are links for "press inquiries & interview requests", "latest press release", and "official press position statements". The main content area is titled "press release" and features a blue sidebar for "AH&LA's information center" with the text "virtually any hospitality-related question answered - free of charge!". The main headline is "AH&LA PARTNERS WITH GREEN KEY GLOBAL" with the sub-headline "Program Offers Affordable Option for Hotels Committed to Demonstrating their Sustainability". The text below the headline reads: "Washington, D.C., June 16, 2010 — The American Hotel & Lodging Association (AH&LA) has partnered with Green Key Global to offer members a significant discounted fee on the Green Key Eco-Rating Program, a graduated rating system designed to recognize hotels, motels, and resorts that are committed to improving their fiscal and environmental performance. The program is a voluntary, self-administered audit, coupled with onsite inspections to verify a hotel's rating, designed to assist a hotel in determining its current environmental footprint."



# Green Key in Massachusetts



Consumer green guide



FOR IMMEDIATE RELEASE

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[zach.conen@greenkeyglobal.com](mailto:zach.conen@greenkeyglobal.com)

*Massachusetts Office of Travel & Tourism Recognizes Green Key Hotels*  
Leading Green Hotel Ranking & Certification Program Partners with MA GREEN to Promote Sustainable Travel in the Bay State





# Green Key in the U.S.

100+ properties and counting representing:

- Motel 6 (Full Brand Adoption in U.S.)\*
- Sofitel (Full Brand Adoption in U.S.)
- MGM (Full Brand Adoption in U.S.)
- Hyatt (Full Brand Adoption in U.S.)\*
- Radisson (Full Brand Adoption in U.S.)\*
- Best Western (Recommended Eco-Certification Program)
- Hilton
- Fairmont (Full Brand Adoption in U.S.)
- Sheraton
- Embassy Suites
- Comfort Inn
- Westin
- Ritz-Carlton
- Hampton Inn
- Independents (Seaport, Banyan, Box Canyon, Golden Arrow)



\* Intent is for all U.S. properties to be on the program by 12/31/10







# Pricing

Register online here: <http://www.greenkeyglobal.com/Members/register.asp>

## Rack Rate Annual Membership Fees:

Standard Rate.....\$600

## Special Boston Green Tourism Promotional Rate:

**BGT Member Rate.....\$450**      Use promo code **BostonGTG**

*This special promo rate will be available to all Boston Green Tourism Members through 12/31/10*

## Can I do better? AH&LA Member Hotel Annual Fees:

**AH&LA Pricing.....\$325**      Use promo code **AHLA325**

*AH&LA pricing offer is ongoing for individual AH&LA member hotels only; this rate is for hotels with 125 rooms or fewer*





# Thank You!

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