



Green Hotels: Fort Collins

Introduction

In this day and age, we all need to be concerned about issues with the environment. Concern over global warming continues to grow as scientific evidence has proven that our harmful emissions and wasteful practices are exceedingly harming the environment.

Many are taking action on a local and global scale to reduce their wasteful practices and take sustainable measures. The hotel industry is an important one to consider with emerging government standards and increasing traveler demand in sustainable, green practices.

Fort Collins is a great city that takes green matters very seriously. The city of Fort Collins has a sustainability program that encourages businesses to focus on waste consumption for the long-term social, economic, and environmental health of the community. Many businesses in Fort Collins have determined that there is a correlation between sustainability and best practices.

Some hotels in Fort Collins have recognized this as well. This newsletter will inform hoteliers and customers about the benefits of Green Hotels as well as ones located in Fort Collins.

Importance/Benefits

This position derives from the **importance** of converting to these green standards because of the harm and damage that the growing tourism and hotel industry contributes to the natural environment. Not only is it **the right thing to do** for the sustainability of our global environment, but "going green" also produces many other benefits. Some of these benefits include a surplus of funds in hotels because of the growing consumer demand of green hotels and the reduction of energy/water bills, health benefits resulting from the decrease of harmful pollution and waste, and the contribution to local communities.

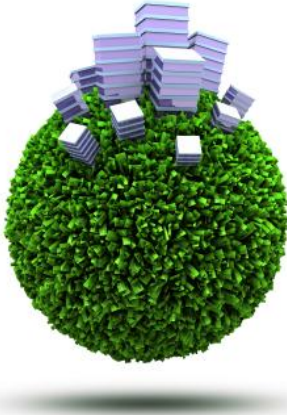
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What is a Green Hotel?

There can be multiple interpretations for what it means for something or someone to be “green.” According to the Zero Waste Alliance, the term “green hotel” describes hotels that strive to be more environmentally friendly through the efficient use of energy, water, and materials while providing quality services. This brings up the issue of exactly what hotels need to implement in order to be considered “environmentally correct” or “friendly.”

Programs that save water and energy, reduce solid waste, use resources economically, protect the planet’s ecosystem, and provide products and services that do no harm to human health is a good place to start for hotels to be considered green, or at least striving for these programs. Now there are certification programs by non-profit organizations and other governments for hotels to distinguish themselves from those who falsely claim to be green.

“Hotels need to have a customer demand in green initiatives in order for them to take action”

During your stay at a Green Hotel:

- Keep showers short and cut off the water while brushing your teeth
- When you leave the room, turn off the air-conditioning, heat, television, lights or any other electric devices.
- Reuse your sheets and towels instead of having them changed every day.
- Bring your own toiletries and drinking cup rather than using the prepackaged ones provided.
- Give your hotel feedback. Express your appreciation for any eco-friendly programs it currently offers — or if it doesn’t, encourage the management to go green in the future.

Why it saves...

The most costly and wasteful use of resources within the hotel industry today are the consumption of nonrenewable energy, excessive water use, and generation of waste.

Since travelers and hotel customers are becoming more and more aware about the actions taken to be green, they will inevitably be concerned during their travels as well. Ecotourism- tourism that is nature oriented and environmentally focused- is growing rapidly with a count of 43 million tourists considering themselves ecotourists. Travelers are demanding environmentally responsible practices in the hotels they stay in, and will continue to do so. This is not just a fad as the popularity of “going green” has in the past- there is evidence that green and sustainable development will be the new “norm,” by looking at pop-culture, government regulations, and political awareness.





For Hoteliers

There are ways that your hotel can save money, increase its customer base, and be considered environmentally friendly.

Here are some easy first steps to take:

- Educate your staff to turn off lights and turn down heating/air conditioning when rooms are unoccupied.
- Install window film to lower heating and cooling loads and reduce glare in guestrooms.
- Provide guestroom recycler baskets for newspaper, white paper, glass, aluminum, cardboard, and plastic.
- Buy office and guest amenity products that contain recycled material.
- Buy organic, fair trade, cruelty-free guest amenity products whenever possible
- Use nontoxic or least toxic cleaners, sanitizers, paints, pesticides, etc. throughout the hotel. Make sure all chemicals are stored safely in a well-ventilated area

Green Hotels in Fort Collins

On the next page, information about two hotels is provided that have been certified as green hotels located in Fort Collins.

They have completed certain qualifications and tests and have both been certified by Energy Star for Hospitality.



For Customers

As an individual traveler and consumer, **you have the power** to persuade the hotels you stay at to adopt environmentally responsible practices. Hotels need to have a customer demand in green initiatives in order for them to take action in how they regulate a sustainable management program. Along with the proactive participation in a hotel's environmentally responsible measures, you also have the power to let the hotel know your demands/requests for environmentally responsible services.

-Before you book your hotel, here are some questions you should ask: Is the hotel locally owned and operated?

- What kind of recycling program does the hotel have?
- Do guests have the option to reuse towels and sheets?
- What programs does the hotel have to reduce consumption?
- How does the hotel contribute to the local community?

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It Saves to be Green

Find us on the Web:
greentraveling.wordpress.com

Comfort Inn- 601 SW Frontage Rd

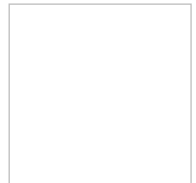
Comfort Inn, Ft. Collins, has earned a 3 Green Eco-Leaf rating. This rating is determined by an evaluation of its conservation of energy and water, sustainability operations, pollution, carbon emission, recycling, and environmental education and promotion. This hotel is also qualified for the Energy Star for Hospitality certification.

Marriott- 350 Horsetooth Rd

This hotel has been labeled an Energy Star building as well for reaching a standard of efficiency in 2004. This rating was verified by an outside professional engineer.

To qualify for the Green Eco-Leaf rating, these hotels have completed an audit of their property's compliance with over 70 unique eco-initiatives. Environmentally friendly measures that are reviewed include energy efficiency, water conservation, recycling, environmentally safe cleaning, reduction of waste, ongoing maintenance, purchasing habits, plus many other factors.

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