

Green Rewards

Green Key Eco-Rating Program rewards hoteliers' eco-friendly efforts

Sustainability and eco-friendly practices have become increasingly common in homes, as well as travel and business. With higher awareness and “eco-friendly” demand among today’s sophisticated travelers, a need arose for green education, resources and official recognition. Enter the Green Key Eco-Rating Program.

(http://www.greenkeyglobal.com/about_the_program.asp)

The Green Key Eco-Rating Program is a graduated rating system designed to recognize hotels, motels and resorts that are committed to improving their environmental and fiscal performance. A comprehensive 150-question self-assessment reviews the five main operational areas of a property and nine areas of sustainable practices.

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Each question has been assigned a specific point value based on environmental and social impacts, as well as an associated impact on guests, employees, management, and the local community. Hoteliers are encouraged to take their time completing the self-assessment and to involve others in the process. For example, a GM may want to have the executive housekeeper complete the Housekeeping section and the head of maintenance complete the Engineering section, etc.

The self-assessment also takes limited-service hotels into consideration – in situations where a lodging property does not offer either Food & Beverage Services or Conference & Meeting Facilities, the hotelier is given the option to indicate that this is not applicable to their operation prior to beginning the self-assessment. The self-assessment is designed to take this into account when tallying their rating and their final score is not affected.

Once all sections of the self-assessment are complete, hoteliers simply hit “submit” and within minutes the system generates the hotel’s Green Key Rating and sends them a congratulatory email. Properties are ranked on a scale of 1 to 5, with five keys being the highest; you can read about the Hyatt Regency Clearwater Resort and Spa’s recent ranking by clicking here. (<http://digitalmag.resort-recreation.com>)

Properties are sent a report highlighting their accomplishments and making recommendations for improvements. A plaque highlighting the hotel’s rating is also provided. An on-site inspection may be conducted to confirm the rating. Green Key is the only program of its kind to conduct on-site inspection and validation of ratings in Canada and the United States.

You can register for the Green Key Eco-Rating Program by clicking here.

(<http://www.greenkeyglobal.com/Members/register.asp>)