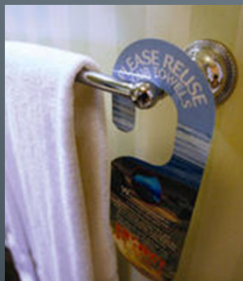
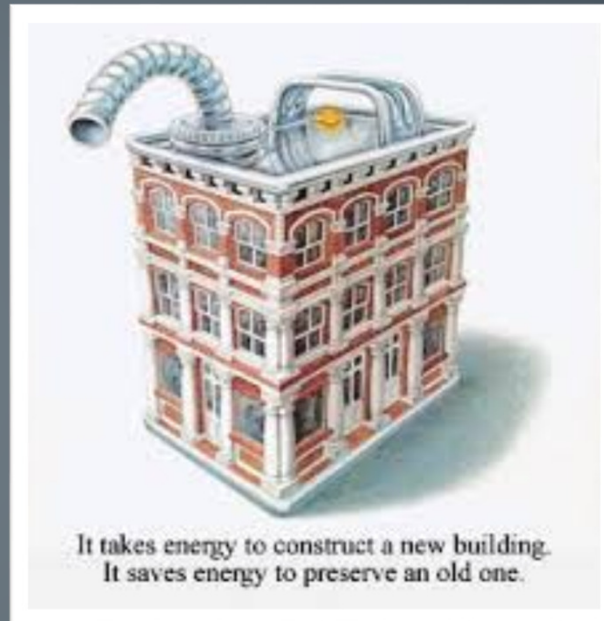


Historic Hotels of America – Going Green in 2015

Scot Hopps

Director of Sustainability, The Lenox
Hotel

Green 1.0



What about Guests?

Can we truly engage and excite our guests?



Things they touch, or things that touch them

Things they put in or on their body

Enriching experiences

Things that make them feel good about what they were going to do anyway

Green 2.0

Sales 101

- What do your customers want?
- Start with the most premium product that meets their needs, then yield down if you face resistance.
- MUST have informed team

Surprise your guests

- “You’ve done good. By staying with us, you helped eliminate 56 kg carbon dioxide.”
- “Your meeting was green – we hope you didn’t notice.”
- “Go ahead, toss it on the floor. We have eliminated harmful chemicals and use 80% less water than the typical hotel laundry.”



Connect the dots

- History = sustainability
 - Better to reuse or repurpose rather than build new
- Enrich their stay with an interesting walk or bike route, maybe offer a tour of the interesting/historic elements of the property

Green 2.0 Examples



The Lenox is proud to offer this
Electric Vehicle Charging Station

Charge your car while YOU
recharge inside.

LENOX
The Original Boutique Hotel™



Green 1.0 = Our Business

Green 2.0 = Guest Observable

Ways to communicate 1.0 = Green Key, LEED, Energy Star, Trip Advisor Green Leaders. At a glance, easy to digest for guests.

Ways to communicate 2.0 = ENDLESS!

Questions?



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