

**New ENERGY STAR Partners Pursue Energy Efficiency as a Key Strategy
for “Going Green”
By Anna Stark, U.S. EPA**

In its recent *Green Assessment Survey*, the American Hotel and Lodging Association (AH&LA) noted a growing trend in the prevalence of environmental initiatives throughout the hospitality industry. Lately, a number of key hospitality organizations have taken another step forward, choosing to emphasize energy efficiency and ENERGY STAR as a core component of their “green” strategies. For example:

- Orbitz now features on its environmental “micro-site” hotels that have earned the ENERGY STAR, signaling superior energy performance;
- AH&LA’s redesigned Web site features ENERGY STAR resources as a primary source of information for members interested in the Association’s “Green Initiative;” and
- The Colorado Hotel & Lodging Association adopted the ENERGY STAR Challenge as a key component of its efforts to “green” the Denver area in preparation for the Democratic National Convention.

As further evidence of this surge in interest, ENERGY STAR is pleased to announce two new partners, Best Western International and Wyndham Worldwide.

Best Western partnered with ENERGY STAR earlier this year, and plans to actively promote and support ENERGY STAR’s trainings for North American member properties, starting with the company’s annual conference this October. “Best Western is excited to launch its partnership with ENERGY STAR,” stated David Kong, Best Western CEO and Secretary/Treasurer of AH&LA. “We see this as an opportunity to work with our hotels and assist them in capturing the environmental and economic benefits of energy efficiency.”

With its recent partnership letter, Wyndham Worldwide is also seizing the opportunity to manage energy consumption and enhance customer satisfaction across its twelve brands, which together encompass nearly 7,000 hotels and 145 vacation ownership resorts. CEO Stephen Holmes commented that “Wyndham Worldwide is pleased to be a part of the ENERGY STAR program, and excited to build upon our commitment to the environment. We will do our part to conserve energy and to be a role model for our guests and our industry.”

These organizations understand that, now more than ever, energy efficiency can be a key value-added strategy for the hospitality industry. As energy costs rise and consumers cut back on travel expenditures, proactive energy management can help hoteliers to reduce operating costs – all without sacrificing the guest services or comfort that are paramount. At the same time, hotels can leverage energy efficiency as a strategic differentiator to demonstrate their dedication to

“greening” their operations and to attract environmentally-minded customers. Just as Best Western and Wyndham have done, hotels and green hospitality initiatives nationwide can rely on ENERGY STAR tools and resources, including the ENERGY STAR Challenge, as a foundation for their programs. To learn more about ENERGY STAR, visit www.energystar.gov.

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