

# Garden State Green Hotel Project

---



Ky Asral  
NJDEP SAGE

# Garden State Green Hotels Program

---



Funded by a grant  
from the  
US Environmental  
Protection Agency

# Garden State Green Hotels Project

---

- NJDEP received \$180,000 from USEPA to accomplish the following tasks at hotels:
  - Reduce greenhouse gas emissions;
  - Reduce use of hazardous material;
  - Reduce use of water and conserve natural resources; and
  - Reduce the generation of solid waste

# Program Implementation

---

- NJDEP expects to obtain these reductions from the following 5 output efforts:
  - Distribution of printed & electronic informational material, 1,153 hotels (all of NJ);
  - Conducting workshops and conferences at 4 separate events for 300 hotels;
  - Environmental evaluations, followed by technical assistance, education and implementation incentives, conducted by the NJ SBEAP for 120 hotels;
  - Hotel-job training with NJDOL and USGBC for 60 hotels;
  - Environmental evaluations, followed by technical assistance, education and implementation incentives, case study conducted by Stockton College for 10 hotels.

# Breaking Down Barriers

---

## ○ Barriers Identified

- Unaware of how much money can be saved;
- The return on investment is too long;
- The capital investment is too high;
- Unaware of State & Federal incentives for implementing conservation efforts;
- Unaware of which conservation efforts are easily achievable.
- Guests are unwilling to compromise on comfort, convenience and luxury; and
- Hotel staff is resistant to change;

# Green Hotels Project Benefits

---

- **Free environmental evaluations:**
  - Green hotels save 3600 gals of water per room per year.
  - Green hotels save 500 lbs of waste per room per year.
- **Free energy evaluations:**
  - Green hotels save \$200 per room per year on energy costs.
- **Financial incentives from the NJ Clean Energy Program**
  - Direct install will pay up to 70% on recommended energy efficiency upgrades.
- **Reduced cost or free worker training through the NJDOL and USGBC**
- **Environmentally conscientious hotels perform better:**
  - Green hotels have better satisfaction rates.\*
  - Green hotels attract customers.\*

(\*Travelocity report)

# Raising Awareness

---

- Held 2 Hospitality Conferences:
  - Green Hotel Workshop at Atlantic Cape Community College
  - Green Tourism & Hospitality Conference with the Somerset County Business Partners in Somerset, NJ.

# 120 Hotel Evaluations

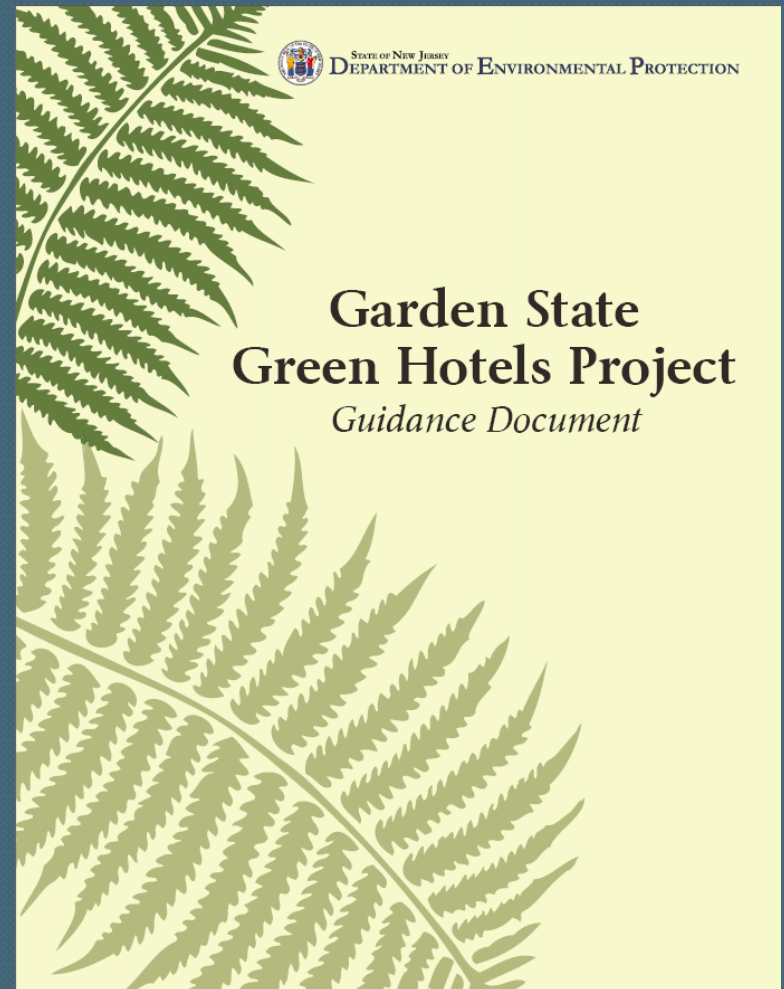
---

- Evaluated 29 hotels and Identified the following potential savings:
  - 412765.28 kWh of Electricity
  - 7678.09 MMBTU of Natural Gas
  - 709.21 tons of GHG Emissions
  - 8975492.98 gal. of Water
  - \$271,286.76
- 91 Facilities to Go!



# Environmental Guidance

- Developed a guidance document for the implementation of 16 recommended green practices for hotels.



# Case Studies

---

- Contracting with Stockton College
- 10 Case Studies to be performed
- In depth evaluation of GHG and Solid Waste Generation, Water and Chemical Usage
- Pollution Prevention Recommendations