

## How A Corporate Hotel Company Goes Green



**ROSEN HOTELS & RESORTS**

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## Why Go Green?



- Basic understanding is to save energy, water, waste and your bottom line but there's so much more.
- Here are some examples of what RHR has done to save in these areas and the affects on the bottom line and environment.

## Green Projects

- Re-lamping hotel rooms and public areas.
- Water saver devices.
- Recycling used cooking oil.
- Energy Management System.
- Recycling property wide.



## Re-Lamping



- Removed 1,200 fluorescent bulbs in back of house areas.
- Changed out 90watt incandescent to 25watt fluorescent in all guest rooms.
- Reduced Candelabra bulbs from 60watt to 25watt in the meeting spaces.
- Training Associates to turn lights off in spaces not used which includes kitchen, walk-in coolers, offices, etc...

## Water Saver Devices



- Installed automatic faucets in public restrooms, kitchens and back of house.
- Low flow faucets 1.5gal, showerheads 2.0gal, toilets 1.6gal and kitchen spray nozzles 1.25gal
- Replaced five gallon water bottle coolers to filtered water systems.
- Linen reuse program, Changed on departure unless requested or stay is longer then three days. Towels on the floor replaced.

## Recycling



- Collect used cooking oil company wide to convert to bio-diesel fuel which is used in golf maintenance equipment.
- Availability for guest and associates to recycle. Glass, plastic, aluminum, office paper, newspaper and cardboard.
- Available in public spaces, meeting rooms and guest rooms.
- We redesigned the loading dock for easy disposal of all of these items.

## Recycling



- Recycle unused guest room soap by collecting and sending to Haiti. In room amenities such as shampoo, conditioner and lotions. Once opened unused portion sent to coalition of the homeless here in Orlando.
- Items left by conventions that can be used in our schools are collected and donated. Example notepads, folders, etc.

## Other Practices



- Green Certified cleaning products.
- Growing our own organic herbs used by hotel chefs.
- Promotes green meetings, offering recycled and green promotional items such as notepads, pens, water pitchers instead of bottles of water.

## Energy Management System



- Scheduling A/C units to shut off during unoccupied times. Automatic temperature reset to a default set point when room switches to unoccupied.
- Load Shedding, when electrical usage spikes non critical A/C units automatically raise there set points.
- Humidity control to keep guest and employees comfortable at higher temperatures.
- Chiller Plant Optimization.

## Other Practices

- Educating 3,000 associates who take these practices home and instill on their families, friends and communities.
- We also created our own eco-friendly mascot "Nesor" who helps us promote all our green initiatives.

## NESOR



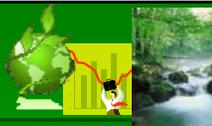
## Benefits of Being Green

January 2007 - October 2009

- Energy Savings: 7,424,247kWh
- Water Savings: 12,700,495gal
- Waste Reduction: 9,970,014lbs



## Con't Benefits



- Knowing we are making a difference in the environment and our surroundings.
- Seeing the savings on the bottom line.
- By reducing energy, water, waste and implementing Green practices we are seeing GREEN in return !

## Benefits of Being Green

- By reducing our Water, Electricity and Waste consumption we have saved...
- Over \$1.1 Million from our bottom line, and this adds up every year that we stay on top of our green initiatives.



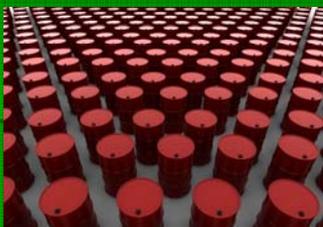
**7.4 Million Kilowatt hours is equal to powering 692 Homes for a whole year.**



It would take 1,137 acres of pine or fir forest to offset the 11.7 million pounds of CO2.



**We have avoided the consumption of 12,400 barrels of oil.**



We have recycled more than 8.9 million pounds of Glass, Plastic, Cardboard and Newspapers.





"It makes good business sense to do these things."  
-Mr. Rosen



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