



CARIBBEAN ALLIANCE FOR SUSTAINABLE TOURISM



CARIBBEAN
HOTEL
ASSOCIATION



Your Paradise!
Our Mission!

Greening Your Business

9th Sustainable Tourism Conference
Caribbean Tourism Organization

Grand Cayman, Cayman Islands

May 23rd – 25th 2007

- Why “Green”?
 - Business/political decision (entity/destination)
 - Requires leadership i.e. a “champion”
 - Vision, policy
 - Motivation = cutting costs, reducing impacts, performance efficiency, destination image/quality
 - Makes sense to eliminate waste
 - Reward & recognition
 - Motivate, train staff, improve skills

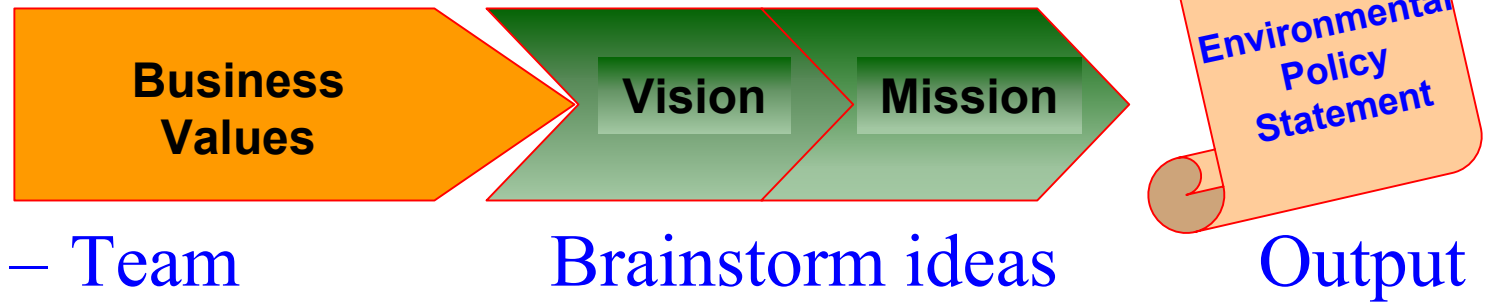
- **Getting Started:**

- **Policy formulation: brainstorm ideas**

- **Reviewing all aspects of business operations i.e. impact analysis/process evaluation**

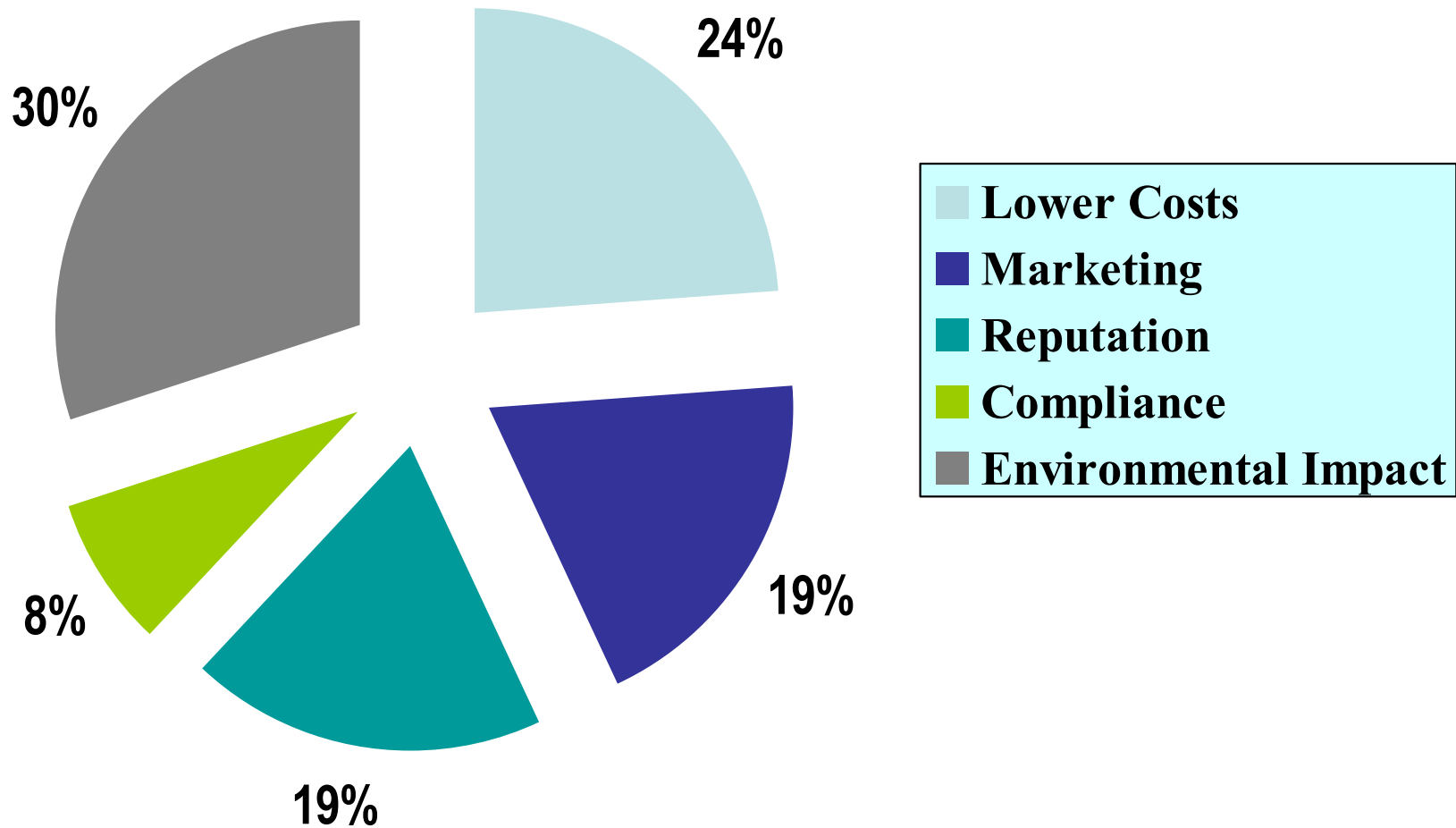
- **Inputs: land use plans, purchases, energy, water, operating environment (physical, biological, legislative etc.)**
- **Outputs: Waste streams (solid, liquid, gaseous), interactions**
- **Mitigation: reducing impact, eliminating wastes, rehabilitating affected areas**
- **Monitoring: setting performance targets, collecting data, analyzing performance, making informed decisions**

- How to start?



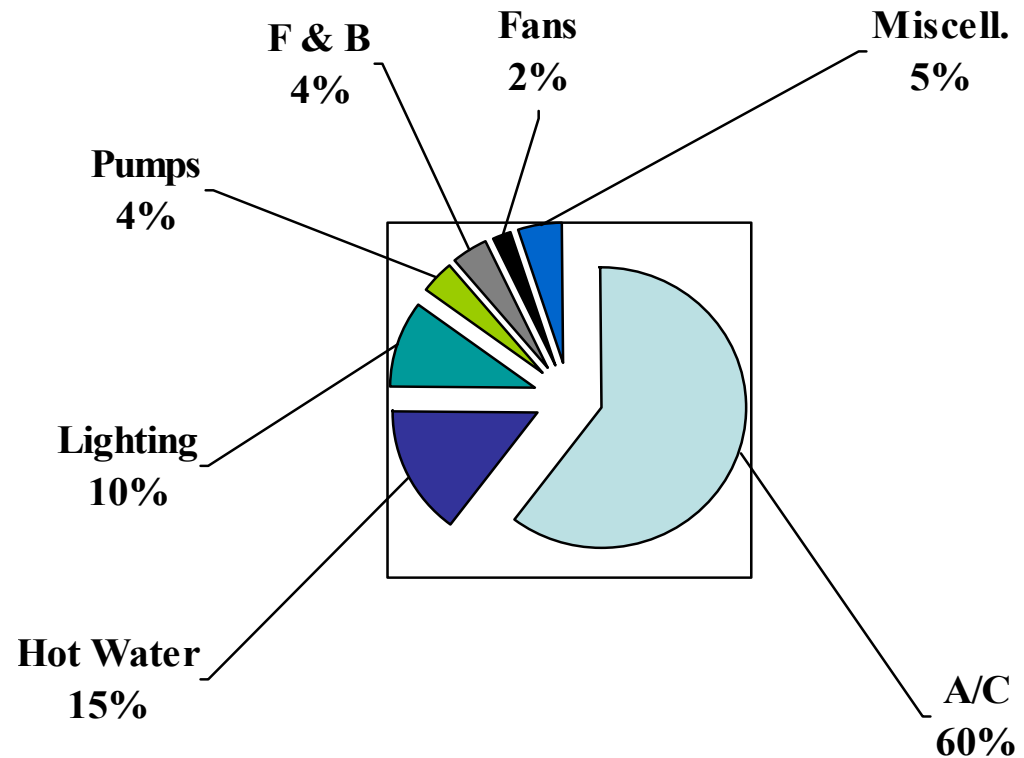
Why Hotels Choose to Go 'green'

Courtesy: Andre Escalante



- A/C & Refrigeration largest slice – 60%
- Hot water 2nd largest
- Solar Thermal can save 15%
- Energy Efficient Lighting can save 7%
- High Efficient A/C with controls can save 25% to 35%
- Automatic timers can save 3%

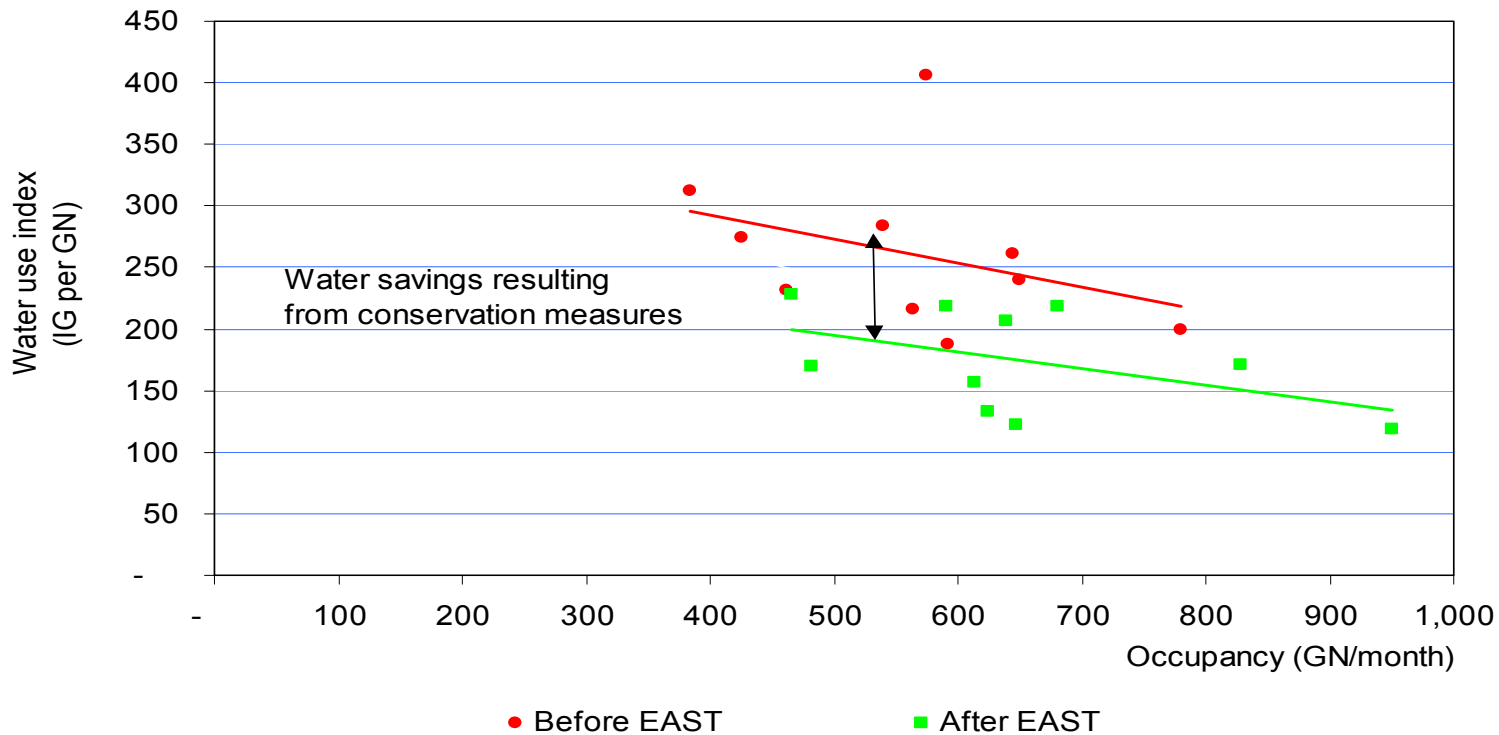
Hotel Energy Accounting



Courtesy: Andre Escalante

Demonstrating Environmental Improvement (slide courtesy: PA Consulting Group)

Water Use Index versus Occupancy for a hotel before and after EAST



Note: 1000 GN/ month is approximately equivalent to 100% occupancy

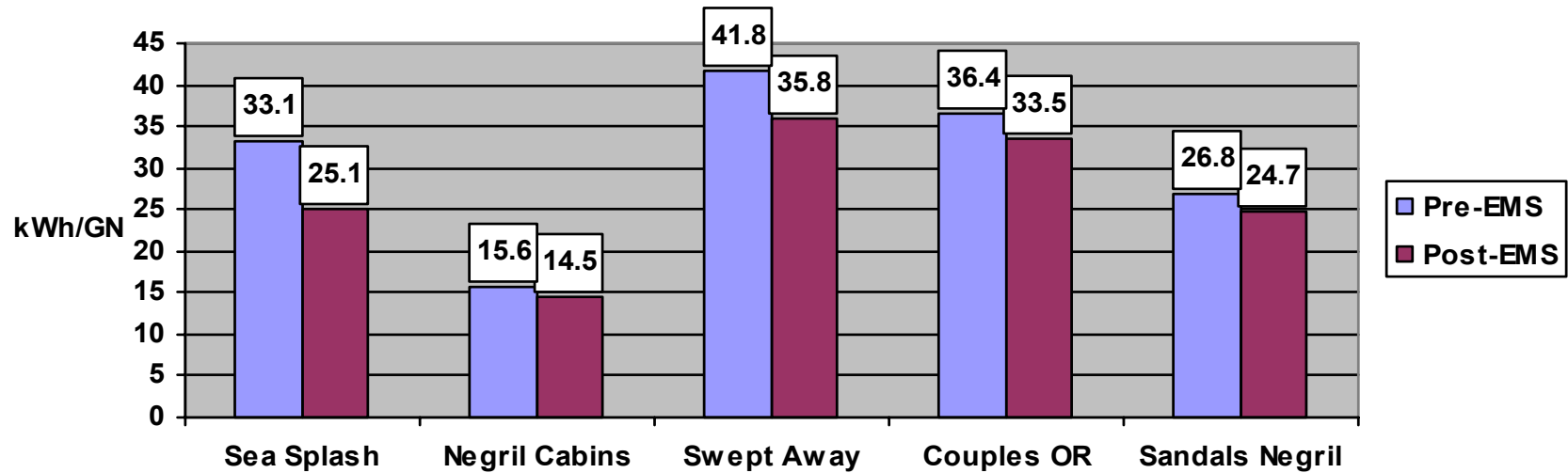
Documenting Case Studies of Actual Savings (slide courtesy PA Consulting Group)

Change in Water Consumption



Case Studies of Actual Savings (cont.) slide courtesy: PA Consulting Group

Change in Electricity Consumption



- **Equipment**

- Guest Room Controls e.g. switches, timers, sensors
- A/C system retrofits – energy compliant
- Energy Efficiency Lighting
- Low Flush Toilets, low flow showerheads & faucet aerators
- Alternative energy technologies: e.g. Solar panel systems, windmills, hydro-power, bio-fuels

Casuarina Beach Club

Slides courtesy: Casuarina
Beach Club



Garbage receptacles in gardens



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Garbage Separation Area





Food Waste

VALUES:

- High Staff Satisfaction
- Staff Development
- Employee Initiative
- Quality of Work Life
- Energizing Leadership
- Teamwork
- Openness, honesty, trust
- Positive Organizational Management
- Continuous Improvement

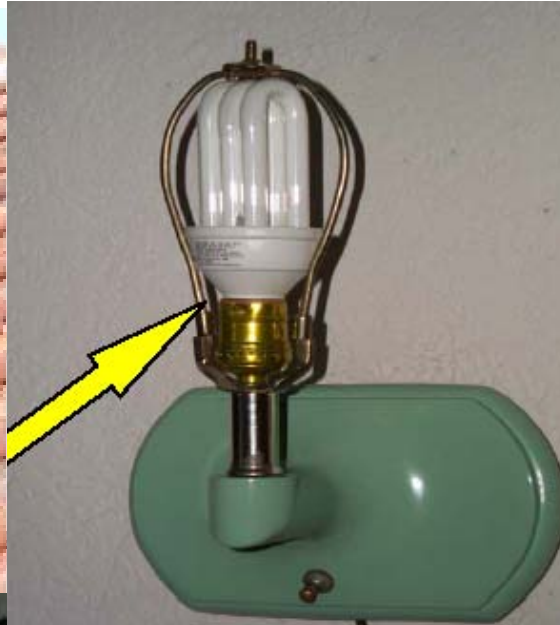


Environmental Program:

- 3 R's (reduce, recycle, reuse)
- Community activities e.g. beach/reef clean-up involves guests and employees, student education etc.
- Staff training







- **Bucuti Program Results:**
 - Reduced chemicals use = 83%
 - Reduced paper use = 77%
 - Reusing old linens \approx savings of \$30k p.a.
 - Recycle: glass, paper, aluminum cans, carton boxes
 - Satisfied customers, staff, community



Energy conservation measures: Monitor the hotels' energy consumption

- **Energy Efficiency to be addressed at design stage of all future hotel development projects**
- **Develop a standard utilities management report format and procure that ALL hotels will use**
- **Hotel Cost Controllers more active in recognizing and determining spikes or abnormalities in utilities readings on a daily basis**
- **Every hotel to have Energy Management Committees responsible for following up on energy efficiency**
- **On a daily basis, calculate the energy-use index and use this information to:**
 - **define the hotel's normal consumption patterns**
 - **identify unusual shifts in consumption**
 - **check effectiveness of maintenance operations**
 - **evaluate energy savings / losses**



SOLAR ELECTRICITY



- *At 3 rivers we do all that we can to promote sustainable living.*

All of our electricity is solar power, using an array of 10 solar panels to provide power for the whole property.

BRINGING HUGE CASH SAVINGS!!



Wind Power

- Our forest rooms are powered by a small 400 watt wind turbine, which has been installed at the top of the rainforest canopy, providing lights to all of the accommodations.





MICRO HYDRO ELECTRIC SYSTEM

- We have just finished installing a small hydro electric turbine which gives us a constant extra 1 kw of power on our main property.
- We now have so much extra power we have to find creative ways to dump the excess!

AMPLE FREE POWER

Grupo Punta Cana, Dominican Republic:

Community good works



PUNTACANA



- Destination Focus for tourism development:
 - Vision over 10-15 years:
 - Guiding framework for tourism development
 - Government in consultation with industry stakeholders
 - Informed by global tourism overview and data
 - Strategies for:
 - Repositioning tourism in the national sphere
 - Public/private/community partnerships and responsibility
 - Defining & enhancing the tourism product/s & assets
 - Marketing and promotions
 - Sustainability: environmental, economic, social
 - Monitoring and measuring progress