



THE ENVIRONMENTAL DIVISION OF  
THE CARIBBEAN HOTEL ASSOCIATION

**FOR IMMEDIATE RELEASE**

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**ENVIRONMENTAL BEST PRACTICES IN ACTION FOR THE HOTEL INDUSTRY**  
*~ A new set of 5 videos assist hoteliers to go green ~*

SAN JUAN, Puerto Rico (June 9, 2004) – While all indicators show that sound environmental practices in hotel management result in huge savings on operational costs, increased market share, and improved corporate image, the complexity involved in the implementation of environmental management systems (EMS) can intimidate more than one hotel manager. To facilitate the first step towards best environmental practices, and encourage the largest number of hotels to put them into practice, the Caribbean Alliance for Sustainable Tourism (CAST) is launching a set of 5 videos. The **“Environmental Best Practices in Action for the Hotel Industry”** video set serves as a substantial “Starter Kit” for hoteliers dedicated to become ‘greener’. These videos take the viewer through all the necessary steps to achieve a successful and efficient EMS, with detailed guidelines and sensible advice, illustrated by clear examples from green leaders of the Caribbean tourism industry. Introduced by CAST’s Chairman, Mr. Royston Hopkin, CMG, each video begins with an overview of the size of the tourism industry and importance of tourism as a sector to regional economies.

Environmental management is extensively described in the first video. Individual videos focus on the 3 critical elements: energy, water, and solid waste. A fifth video deals with preventative maintenance issues.

**Environmental Management**

This video describes the different levels of environmental management and offers simple ways for hotels to get started. Drawing from examples of industry leaders, the video highlights their efforts and results, with special focus given to the triple bottomline of effective sustainable environmental management: environmental, social, and financial.

**Water Conservation**

This video highlights methods and devices that hotels can implement or use to conserve water. The different types of water are described (ie: potable, grey, black) and for each, industry examples are used to exemplify best practices and achievable results.



### **Energy Conservation**

This video centers on the potential energy savings that can be achieved through the implementation of best practices and describes the economic and environmental benefits of such a program. It takes the viewer on a tour through each operational area of a hotel and advises where efficiencies can be achieved, offering examples from industry leaders.

### **Solid Waste Management:**

This video introduces strategies for solid waste using the three R's – reduce, recycle, re-use – and offers a long list of potential benefits. Methods that can be used by each department within the hotel are described and validated by industry best practice examples. In addition, the video explains the many ways to achieve positive economic, environmental and community improvements through proper solid waste management.

### **Preventative Maintenance**

This video defines preventative maintenance and offers ways to effectively reduce inefficiencies and prevent malfunctions. The appropriate steps for implementing a preventative maintenance program are laid out for all hotel areas, with the benefits to both small and large hotel properties detailed.

These videos have been produced with funding by the United States Agency for International Development under the Caribbean Hotel Environmental Management Initiative (CHEMI) implemented by PA Consulting Group.

For more information on **Environmental Best Practices In Action for the Hotel Industry** set of 5 videos, please contact CAST at [cast@caribbeanhotels.org](mailto:cast@caribbeanhotels.org), 787-725-9139.

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#### **About the Caribbean Alliance for Sustainable Tourism (CAST) – [www.cha-cast.com](http://www.cha-cast.com)**

CAST, the environmental subsidiary of the Caribbean Hotel Association (CHA), was chartered in 1997 to undertake collaborative environmental efforts within the hotel industry, enhance the practices of the region's hotel and tourism operators by providing high quality education and training related to sustainable tourism; promote the industry's efforts and successes to the traveling public and other stakeholders; and serve as a vital link to all stakeholders with sustainable tourism interests in the Caribbean region. CAST has consolidated its strategic focus within the following four program areas: sustainable tourism certification and standards development, development of environmental management tools, advocacy and fundraising.

#### **About the Caribbean Hotel Association (CHA) – [www.caribbeanhotels.org](http://www.caribbeanhotels.org)**

The Caribbean Hotel Association is dedicated to excellence in hospitality, leadership in marketing, and sustainable growth in tourism, to the benefit of its membership and that of the wider Caribbean community. It aims to be a regional forum that will advance the Caribbean hotel and tourism industry. The members of CHA represent the entire spectrum of hospitality industry's private sector, from 835 member hotels representing some 127,000 hotel rooms in 36 national hotel associations to allied members – airlines, tour operators, travel agents, trade and consumer press, hotel and restaurant suppliers, among many others – which account for 520 members. CHA is headquartered in San Juan, Puerto Rico, and maintains a promotion and marketing office in Miami, Florida.

