

Source: *"Hoteliers go green to save the planet", The Calgary Herald*

The leader for being the most innovative and green in the hotel sector is the Marriott International and its more than 3,000 properties.

Marriott has partnered with Conservation International and is the first major hotel company to calculate its carbon footprint and launch an aggressive worldwide campaign to lessen its impact.

Each year it uses 2.9 million tonnes of CO₂ or 30 kilograms per available room. To offset this they have undertaken a remarkable initiative. Marriott is protecting 589,000 hectares of endangered rain forest in partnership with the state of Amazonas in Brazil.

As a part of Marriott's long-standing commitment to the environment they have implemented the following: the Linen Re-use Program, which encourages guests to reuse towels and linens and saves an average of 11 to 17 per cent on hot water and sewer costs at each hotel; the Re-lamp Campaign, which in 2006 replaced 450,000 light bulbs with CFLs, saving 65 per cent on lighting costs and energy usage in guest rooms; and is replacing 400,000 showerheads and toilets with low-flow devices, reducing hot water consumption by at least 10 per cent.

By 2017, more than 40 Marriotts will be outfitted with solar panels.

Twenty-three million litres of water are saved each year because they buy towels that do not require washing before first-time use.

Marriott buys more than four million litres of paint low in volatile organic compounds, which are safer to use, less polluting and reduce health risks.

Thirty-four of its managed golf courses throughout North America and the Caribbean are becoming certified Audubon Co-operative Sanctuaries.

In 2008, the Marriott headquarters became waste-neutral by replacing 2.5 million pieces of plastic and Styrofoam utensils with those made of potato, sugar cane and cornstarch that biodegrade within 100 days.