

# Western hotelier

YOUR HOTEL MANAGEMENT MAGAZINE

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**Ready, Willing & Able**  
*Saskatchewan looking positive  
for future growth and gain*

**Changing with the Times**  
*Howard Johnson and Knights Inn  
eager to adapt*

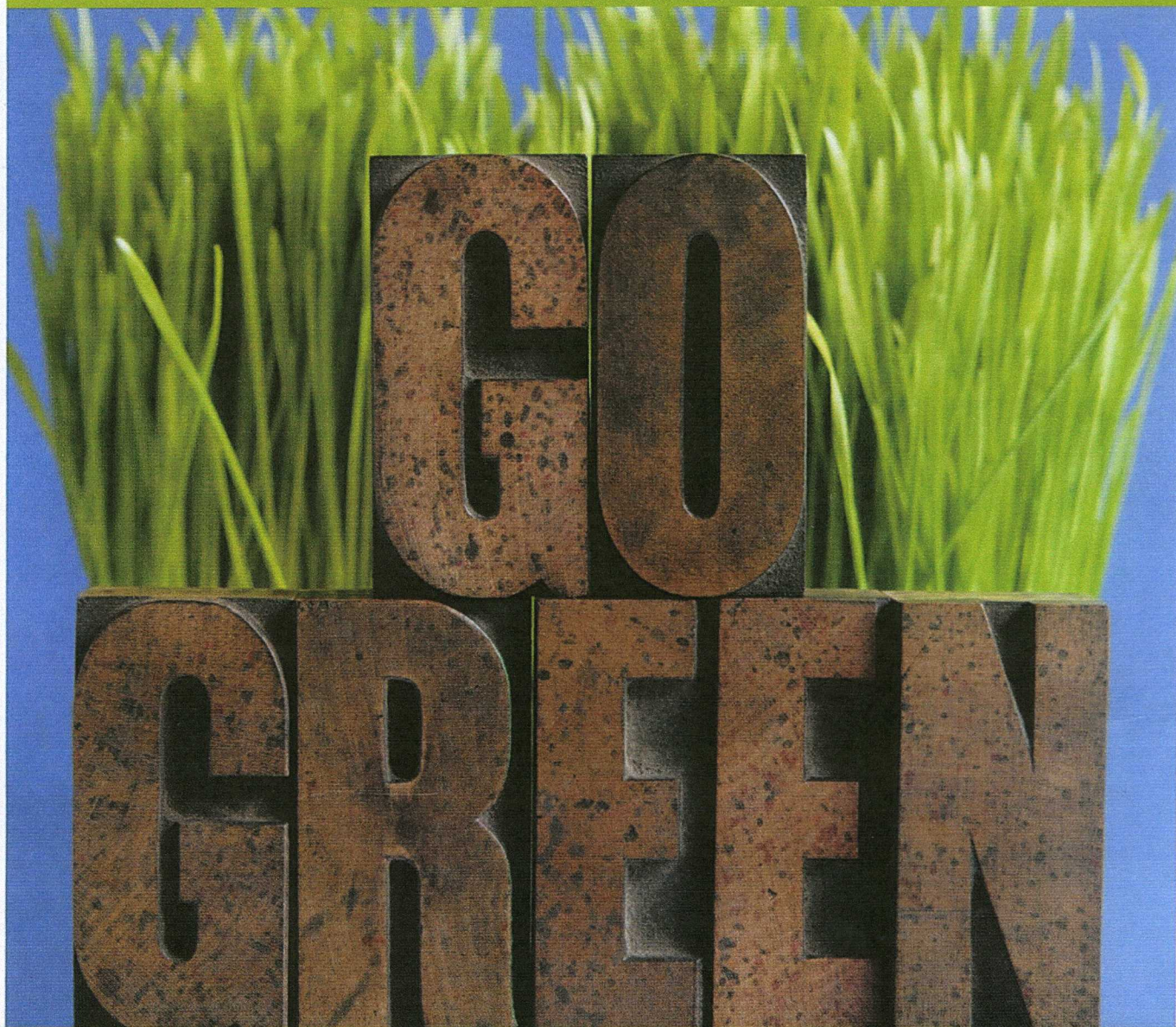
**The New Loo**  
*Hoteliers are cleaning up  
with new bathrooms*

## Distinctive by Design

*Creating a singular suite  
in the boutique hotel niche*

*Opus Deluxe Garden Terrace Room  
- The Opus Hotel Vancouver*





# Traveler's Going Green...

## with Eco Crown Hospitality

**W**ith growing public concern over the environment coupled with rising energy costs, hotels have a new and potentially daunting mandate to become green. How can they achieve this goal given increasingly complex regulations and the myriad of products available

on the market? Enter Eco Crown Hospitality. Based in the heart of the Canadian Rocky Mountains in Canmore, Alberta, Eco Crown offers hoteliers a viable working solution to bring their properties up to the highest environmental standards through an auditing procedure.

First and foremost is Eco Crown's certification program. The program ensures a property, be it a hotel, resort, lodge, B & B, vacation home or restaurant, is identified as adopting international standards in eco-operating procedures and offers consumers assurance of an ongoing commitment to going green. Through an eco-audit system, the certification encourages minimizing the ecological footprint through various programs such as monitoring waste, energy and water con-



sumption, and partnering with green suppliers in the hospitality industry to deliver a green stay for environmentally conscientious consumers.

According to Andrea Spiess, CEO Eco Crown Hospitality, "Eco Crown Hospitality has been recognized as a leader in global environmental and sustainable development in the hospitality industry at this year's International Hotel Conference in Rome ([www.internationalhotelconference.com](http://www.internationalhotelconference.com)), October 15 to 17, 2008."

Eco Crown Hospitality's certification program surpasses other green rating programs currently monitoring environmental policies. Through an audited point system a property can earn a Bronze, Silver or Gold rating, assuring eco-aware travellers of that hotel's commitment to go green. According to Spiess, this reporting standard is in greater and greater demand by eco-travelers choosing to spend their dollars where there is a mutual respect and awareness of going green.

Further to Eco Crown Hospitality's certification is a marketing strategy via an online green vacation hub matching green consumers with green lodging. Through a series of categories a traveller has access to information on the level of green they are searching for. Measurements are reported on energy efficiency, water efficiency, reusing and recycling, air quality and fragrance-free environment, and even organic and local food choices including composting and charity support through food-donation programs.

Eco Crown Hospitality's highly successful low cost certification program now over three years in the making, issued their first certificate in 2007 and now boasts over 400 certified members who must re-visit their audited qualifications every six months ensuring high standards are continued to be met by all members. For Spiess

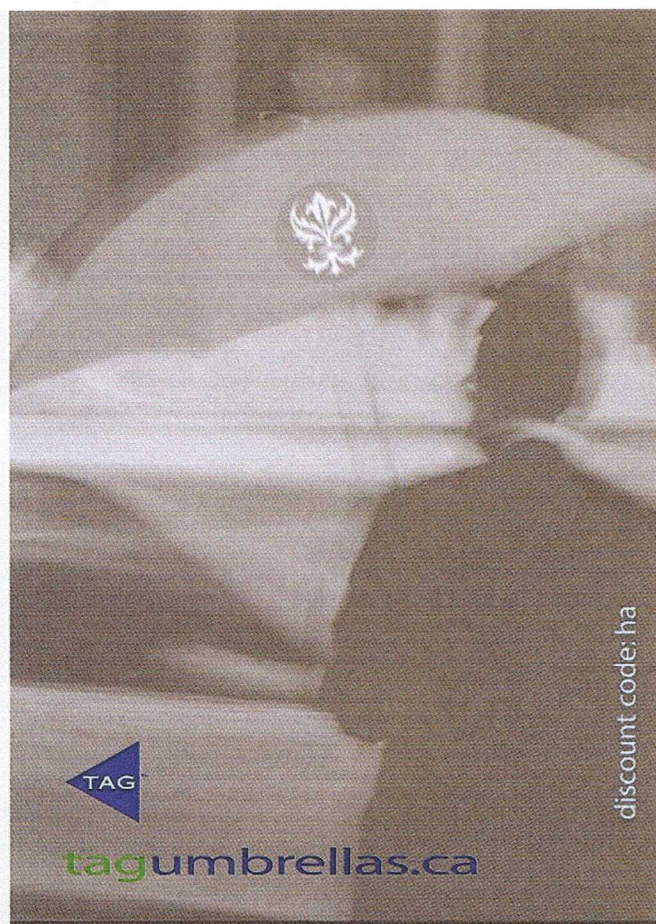


Andrea Spiess,  
CEO Eco Crown Hospitality.

*"Eco is not just a trend; it is a lifestyle and the hospitality industry needs to be at the forefront of this emerging green demand. We are all now measured by the footprints we leave behind. It is time we all work together toward an environmentally sustainable future."*

it is not about reacting to a need by eco-wise consumers but rather about the hospitality industry being the leader in the call for action, commenting that, "As people see what we do here in our industry and facilities, they also see for themselves what changes they can make at home to be environmentally aware." ●

For further information on Eco Crown Hospitality please visit <http://www.ecocrownhospitality.com>



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