



Garden State Green Hotels Project

**120 Hotels will receive an
environmental & energy review.**

**10 Select hotels will receive a
comprehensive environmental and
energy assessment.**

Sign Up Today!

Save Money & Help the Environment:

Learn how to reduce your energy usage and save \$200 per room per year (@50% occupancy).

Which reduces your carbon footprint by 870 lbs per room per year.

Upgrade to more energy efficient equipment and save 60% of the installed cost.

Obtain training for employees on waste reduction and water conservation for more savings.

Which reduces your water usage by 3600 gallons per room per year.

Discover alternatives to harsh chemicals and pesticides to protect your employees & guests.

Satisfy Customers & Get Recognition:

“Eco friendly” hotels consistently perform better in terms of customer satisfaction:

On Travelocity 94% of green hotels earn an average of 3 “smiles” or more, versus 83% of similar non-green hotels.

Obtaining a “Green” certification is easier after implementing recommendations made from your energy & environmental assessment.

“Green” ratings really matter to your customers:
65% of Travelocity customers said green ratings influence their selection when prices are the same, and 10.8% said green ratings influence their selection even when prices AREN'T the same.

To enroll, contact: Sustainability and Green Energy
609-777-0319 or email: ky.asral@dep.state.nj.us

The environmental & energy assessments, and training are provided at **no cost** through our partners:

Garden State Green Hotels Project Partners:

- US Environmental Protection Agency*
- NJ Department of Environmental Protection
- NJ Board of Public Utilities
- NJ Division of Travel and Tourism
- US Green Building Council – NJ Chapter
- Atlantic Cape Community College
- NJ State Employment & Training Commission

There is no obligation to implement any of the recommendations made in the environmental & energy assessments.

*This voluntary program is made possible through a grant from the US Environmental Protection Agency.