

Success Story Hotel Industry

WINTERGREEN RESORT

Covering 11,000 acres along the eastern slopes of Virginia's Blue Ridge Mountains and with 300+ rooms, Wintergreen is known for its skiing, golf, and tennis programs and other recreational activities.



HVAC and Lighting

Current Initiatives: efficient HVAC using natural gas; use of sky lights/natural lighting design; lighting sensors and timers for outdoor lighting; exit signs being replaced with LED models as they burn out.

Water Use and Laundry

Current Initiatives: low-flow faucet aerators and showerheads in use (older models replaced as they fail); low-flow toilets in use (older models replaced as they fail); preventive maintenance of drips and leaks; energy-efficient dryers for guest use; use of linen service providers that employ "wet" versus "dry" cleaning.

Opportunity: purchase side-by-side or stacking washing machines for laundry stations or villas that are EnergyStar compliant.

In one year, compared to a typical conventional (top loading) washing machine, an EnergyStar compliant clothes washer will save approximately

- 5,200 gallons of water, and
- 490 kWh of electricity from washer operation and water heating, and
- \$59 in energy and water costs

Maintenance and Housekeeping

Current Initiatives: preventive maintenance of all vehicles and equipment; inventory tracking so that oldest products are used first; eliminating use of aerosols; recycling of vehicle fluids and batteries (outside company used); covering, distilling, and reusing solvents in the shops; use of latex paints; reuse/donation of unused materials; effective systems of storage, labeling, and handling products; recycling: mixed paper, aluminum, cardboard, glass, plastics, grease, food waste composting, scrap metal; fuel-efficient vehicles; policy to use "dry" clean-up methods (versus using spray water).

Purchasing and Front Office

Current Initiatives: purchase of materials with recycled content (paper, benches with plastic lumber); purchase of durable/well-made products with long life; utilizing purchasing power to prescribe minimized packaging wastes (shrink-wrapping, excessive packaging) or requiring that vendors take back packaging; energy-efficient computer monitors; old computer systems donated

to charity; sheets and towels that have been replaced used on site as rags and drops cloths or donated to charity.

Opportunity: purchase facial tissue, paper towels, and bath tissue with recycled content.

- Switching to a minimum 20% postconsumer content bath tissue would save 0.82 tons of virgin paper, 9.8 trees, 3,362 kWh of electricity, 5,740 gallons of water and 49.2-lbs. of air pollutants annually.
- Switching to a minimum 10% postconsumer content facial tissue would save 0.41 tons of virgin paper, 4.9 trees, 1681 kwh of electricity, 2870 gallons of water and 24.6-lbs. of air pollutants annually.

Rooms

Current Initiatives: optional towel and linen service with placards educating visitors about the program which state "Help us keep GREEN in Wintergreen;" reusable glasses/mugs provided in rooms; efficient HVAC with individual thermostats; optional free newspapers.



Foodservice and Meetings

Current Initiatives: recycling of cans/bottles; glasses, silverware, cloth napkins used for foodservice and meetings; food inventory management and bulk purchasing; kitchen grease recycling; donation of excess food.

Landscaping

Current Initiatives: use of integrated pest management, organic fertilizers and efficiently timed applications; buffer strips around all water bodies; use of native vegetation; abundance of indoor plants; wildlife habitat preservation; compost used on golf course instead of fertilizers.

Tissue Savings Calculations for Wintergreen Resort:

- Assuming 75% annual average occupancy, 300-rooms * 365-nights * 0.75 occupancy = 82,125 room nights per year.
- Assume 1-roll bath tissue consumed every 4-room nights and 1-box facial tissue consumed every 4-room nights = 20,531 rolls bath tissue and 20,531 boxes facial tissue
20,531 rolls bath tissue * 0.40 lbs./roll = 8212 lbs. = 4.1 tons of bath tissue used per year
20,531 boxes facial tissue * 0.40 lbs./box = 8212 lbs. = 4.1 tons of facial tissue used per year



This report was developed by Green Seal, Inc., a non-profit organization that strives to achieve a healthier and cleaner environment by identifying and promoting products and services that cause less toxic pollution and waste, conserve resources and habitats, and minimize global warming and ozone depletion. Green Seal conducted "pollution prevention opportunity assessments" at 4 hospitality facilities in Virginia in support of Virginia's **Green Lodging** initiative. For more information, access Green Seal at <http://www.greenseal.org/index.html>.

For more information on Wintergreen Resort, www.WintergreenResort.com.

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