



## Green Hotel Spotlight: Portola Hotel & Spa in Monterey, California

When people hear that I'm the manager of Travelocity's Green Hotel Directory, they often ask, What makes a green hotel *green*? Well, I'm glad you asked. There's a fair amount of skepticism about green certification programs and confusion about what it means to be eco-friendly. For instance, it takes a lot more than not washing the linens every day for a hotel to make it into our Directory.

That's why I thought it'd be interesting to profile one of our green hotel partners for a case study. The Portola Hotel & Spa in Monterey, California is making incredible strides on their path to going green and these measures add up to a big impact.



In order to guard against "green washing," Travelocity's Green Hotel Directory only accepts hotels that have been certified by a rigorous third-party certification program that closely aligns with the Global Sustainable Tourism Criteria. Unlike many sites, we do not accept self-certified hotels.

But for the Portola Hotel & Spa, one certification just wasn't enough. In addition to being certified by the Monterey Bay Area Green Business Program, the hotel has just achieved the U.S. Green Building Council's silver LEED certification. Plus, the

California Hotel & Lodging Association gave the property its Stars of the Industry Award for "Good Earth Keeping."

Let's delve deeper into what exactly this means, though. Many of today's best practices for green hotel management will go completely unnoticed to the guest's eye. All you see is handsomely appointed rooms, stunning views of Monterey Bay, and elegant restaurants.



But here's a look at just some of the things the Portola is doing to go green.

- Actively participate in the Monterey Bay Aquarium's Seafood Watch Program, designed to raise awareness about the importance of making ocean-friendly seafood choices
- New landscaping featuring native and drought tolerant vegetation and drip irrigation to reduce potable water use
- Purchasing safe, sustainable products and materials including recycled office supplies and EnergyStar® televisions and mini refrigerators in guest rooms
- Bathrooms have low flow faucets, reducing indoor water consumption by 30%
- A green cleaning program that uses H2O3 system to clean and disinfect guest rooms without any harsh chemicals
- Green from Natura room amenity products and packages are made from rapidly renewable material and are biodegradable
- Ozone laundry system with enzyme-based laundry detergents for cleaning linens and towels while reducing water and energy consumption
- All mattresses are hypoallergenic, and made with 100% organic cotton and recycled metal springs
- The guest room carpet meets the Carpet & Rug Institute (CRI) plus program for low VOC material and paint throughout the hotel is low in VOC as well

- All guest room baseboards are FSC certified wood, guaranteeing that they came from a sustainably managed forest
- Producing hot water with a cogeneration machine that simultaneously generates electricity on site
- Membership in the U.S. Green Building Council, the Recycled Paper Coalition, the Green Business Partnership, the Green Meeting Industry Council, and the EPA's Waste Wise Program
- Jacks Restaurant and Peter B's Brewpub serve local, organic, and sustainable cuisine, and use Bio-Pak takeout containers and compostable cups
- Jacks restaurant carpet is made from sheep wool and the backing is a natural latex all of which are rapidly renewable materials and the carpet is 100% compostable at the end of its useful life

Does this look like compostable carpet to you?



Exactly! That's what's so exciting about today's green products. No longer do you have to make a trade-off between comfort and doing what's right for the Earth. Here's hoping many more of our hotel partners will follow the Portola's example and make dramatic changes for a more sustainable future for the travel industry.