

TOURISM SUSTAINABILITY CASE STUDY HOTEL



MARRIOTT MANCHESTER VICTORIA & ALBERT

Set in the vibrant city centre on the banks of the River Irwell, this 148 bedroom hotel has a historical charm that appeals to business and leisure travellers alike.

1 KEY ACHIEVEMENTS

Gaining a Bronze award in the Green Tourism Business Scheme

8% saving on electricity year on year

2.5% on overall utilities year on year

2 ACTIONS TAKEN

ENERGY

- Switch off campaign in place using materials from The Carbon Trust
- Tracking energy consumption using En-Tech which takes gas and electricity readings every half hour and calculates kilo watt hours against occupied rooms.

WASTE

- Recycling cardboard, paper, glass and aluminium cans
- Recycle cooking oil to be used for bio diesel
- Changed to long life toner cartridges to extend use and cut down on waste. All cartridges are recycled
- Paper is used on both sides if not in breach of the Data Protection Act
- All internal meetings are paper free

OTHER

- Green Lobby meets monthly
- Hotel Environmental Policy implemented
- 2009 action plan with ideas and initiatives in place

3 COSTS/SAVINGS

- New LCD televisions use only one watt of energy on standby, compared to 11.5 watts used by previous ones
- Savings on both cost and waste by reducing the amount of complimentary newspapers and magazines in the lobby by 30%

4 ONGOING DEVELOPMENT

- Continue work with all associates to implement new initiatives such as carbon offsetting and reducing waste
- Work with ECHO (Marriott's Environmental Corporate Hospitality Operation)
- Use the Green Tourism Business Scheme audit to implement recommendations identified by the auditor to achieve Silver accreditation status in 2009
- Work with Visit Manchester to promote sustainable tourism
- Continue to talk about the Reduce-Reuse-Recycle philosophy
- Green Lobby to visit green tourism sites with proven track record in sustainable tourism
- Introducing motion sensors in the guest restrooms and associate quarters

5 CHALLENGES

- Cross contamination in recycling schemes. Training has been implemented and will continue to improve knowledge
- Making resources available for new initiatives

6 BUSINESS BENEFITS

- All employees have been involved in rolling out the Green Lobby and achieving accreditation from the Green Tourism Business Scheme. Staff are proud of what they have achieved since our efforts began in August 2008 and this shows in the service given to guests
- Studies show that people are becoming more environmentally aware and websites such as Green Tourism Business Scheme are being increasingly used when choosing a conference venue or accommodation

For more information on the organisations mentioned in this case study contact:
Green Tourism Business Scheme at www.green-business.co.uk
The Carbon Trust at www.carbontrust.co.uk

For free environmental business support contact: Environment Connect www.environmentconnect.co.uk or 0800 032 0222