

TOURISM SUSTAINABILITY CASE STUDY HOTEL



RAMADA MANCHESTER PICCADILLY

This vibrant and lively 280-bed hotel and conference venue has an excellent location overlooking Piccadilly Gardens and was recently transformed in a multi-million pound refurbishment.

1 KEY ACHIEVEMENTS

Gaining a Bronze award in the Green Tourism Business Scheme

Bailing and recycling all paper and cardboard on site

Significant electricity savings of 30% night rate and 15% day rate during a four week period April-May 2009

2 ACTIONS TAKEN

ENERGY

- An energy project team of six, led by two board directors, is responsible for over-seeing energy saving policies and action.
- All electrical appliances purchased in line with efficiency standards
- All air conditioning now controlled via preset time clocks
- Support of the 'Turn Off' campaign
- Push switches installed in office spaces

WATER

- Installation of water hippos to toilet cistern boxes, reducing water consumption
- Shower heads replaced to increase water efficiency
- Introduction of microfibre cleaning cloths and mops to reduce amount of water needed for cleaning public areas and toilets
- Towel policy in operation

WASTE

- Recycling glass bottles, plastic packaging and printer cartridges

OTHER

- Use of automatic chemical dosing unit to reduce wastage of chemicals being manually dispensed

3 COSTS/SAVINGS

- As part of the £18 million refurbishment, installation of the most up to date and efficient plant material in the hotel has proved a great saving as the new equipment works in a more efficient manner
- Towel policy allows guests to choose how often they would like their towels to be changed during their stay

4 ONGOING DEVELOPMENT

- Introducing motion sensors in the guest restrooms and associated quarters
- Sourcing of more organic/fair trade products
- Investigating solar/wind power as an alternative power source for selected roof plant rooms
- Striving to improve electrical consumption with the 'Turn Off' campaign
- Aiming to achieve a silver rating in the Green Tourism Business Scheme by end of 2009

5 CHALLENGES

- Obtaining resources for new initiatives and implementing new procedures without compromising on quality
- Raising finance to replace old non-efficient equipment with modern energy efficient equipment.

6 BUSINESS BENEFITS

- Overall more efficient hotel in which the guests and staff are more environmentally friendly
- Guests choose the hotel because of it's green policy
- Helps corporate clients to achieve their green targets
- Staff feel they are contributing to saving energy and that they are involved in green issues

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

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