

THE OFFICIAL MAGAZINE OF THE AMERICAN HOTEL + LODGING ASSOCIATION

JANUARY 2015 <<

# LODGING

## FORWARD >> THINKING

INCOMING AH&LA CHAIR  
**JIM ABRAHAMSON**  
HAS A VISION TO MAKE  
LODGING STRONGER

## BEST YEAR EVER

EXPERTS OFFER  
A **BLOCKBUSTER**  
FORECAST

REDUCE WASTE AND  
**GROW PROFITS**

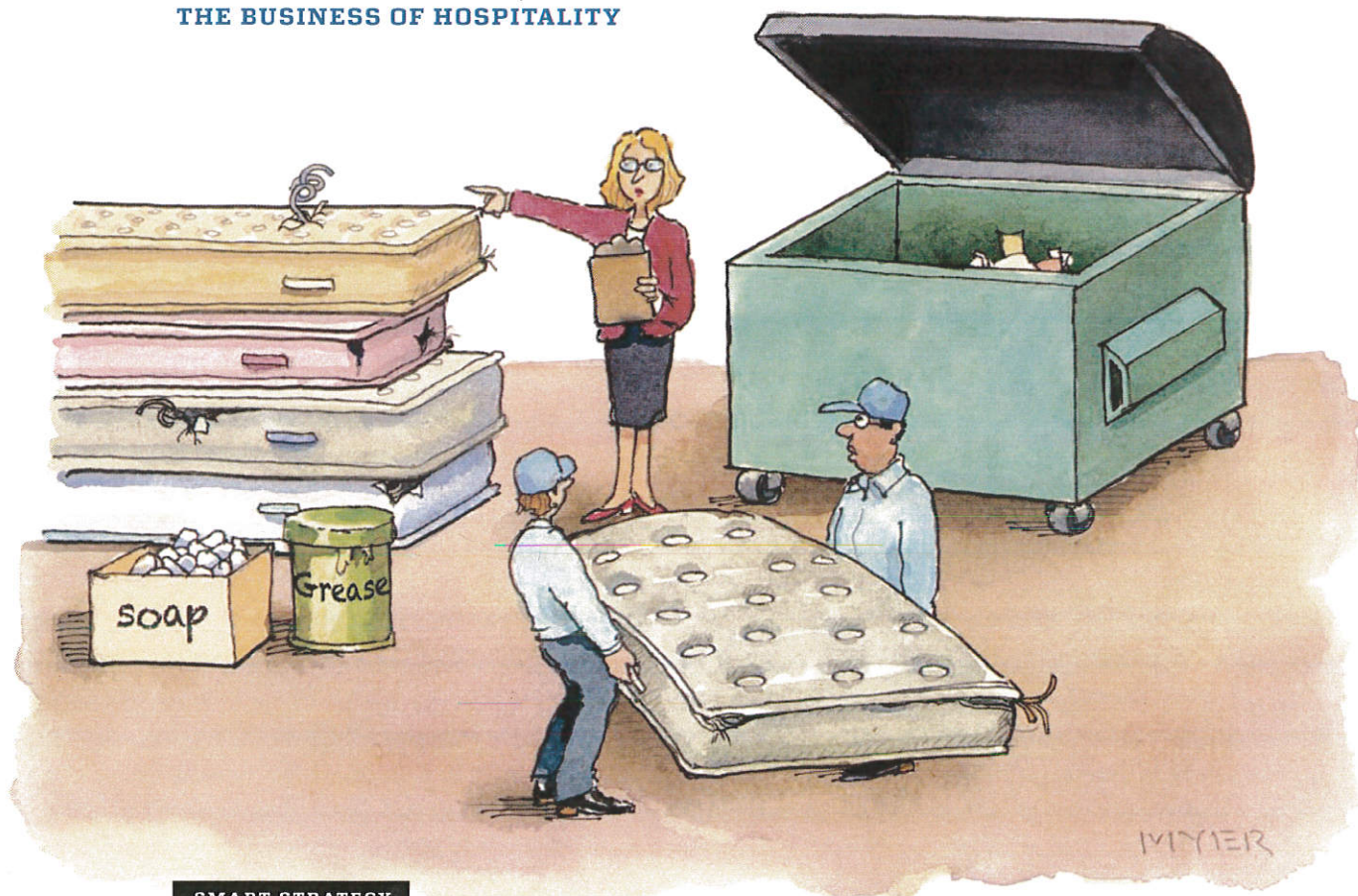
+ **THE  
NEXT**  
HOT HOTEL  
MARKET

**JIM ABRAHAMSON**  
CEO, INTERSTATE  
HOTELS & RESORTS



# OWNER'S MANUAL

THE BUSINESS OF HOSPITALITY



SMART STRATEGY

## »» Trash Talk

TRIMMING YOUR PROPERTY'S WASTE OUTPUT CAN BENEFIT THE ENVIRONMENT — AND YOUR BOTTOM LINE **BY JOLYNN TUMOLO**

**TRASH PILES ARE SHRINKING** across the United States as a growing number of hotels are opting to divert waste previously destined for landfills. Adopting greener waste-management practices offers a handful of benefits. It aligns your property with state and local waste-reduction laws that, if not enacted in your area yet, likely will be soon. It demonstrates a commitment to environmental responsibility, which can be an appealing draw for socially conscious clients. And it can yield significant savings when done right.

"Diverting waste from landfills is a growing concern in our industry, and it's smart business," says Randy

Gaines, vice president of engineering, housekeeping, and laundry operations, Americas, Hilton Worldwide. That's because diverting waste often results in bottom-line savings for a hotel. A few years back, Hilton Worldwide switched from delivering complementary print copies of *USA Today* to every room to instead offering digital editions of the newspapers automatically available on guests' smartphones and tablets. Lower subscription costs aside, fewer newspapers in the garbage across all 12 of the company's brands means much less waste and a subsequent slash in disposal costs.

Beyond offering e-newspapers, hotels have more →





If you're looking to make a dent in your own property's disposal costs, food waste is a good place to start. Because of its weight, food waste can be pricey since disposal fees are based on tonnage. Rerouting it strategically can cut costs significantly. That's why so many full-service hotels, especially those with large banquet facilities, partner with local soup kitchens and shelters to donate unused yet perfectly edible food for people in need. Hilton donates used cooking fats from its kitchens to local farms, which use it for animal food. Many rendering companies also have an interest in such waste, which they also convert into animal food as →

## BUYING BETTER

BioHitech America offers a picture of a hotel's food waste situation through smart technology available in its digester. Customizable to a hotel's needs, the BioHitech Cloud can provide data on everything from the type and amount of food introduced to who is introducing it and when. So, for example, if every day at 10 a.m. someone in the kitchen is disposing of a pound of chopped meat, management can receive that information and adjust its purchasing accordingly.

26 LODGINGMAGAZINE.COM JANUARY 2015



Bulky, heavy mattresses—which, by the way, never decompose—can be recycled. In fact, mattress recycling is now mandatory in two states: Rhode Island and Connecticut. (California is set to make it three in July.) After a mattress is collected and filleted, the steel from its springs can be made into construction items, the foam into carpet padding, and the cotton into insulation. Wood from the box spring can be chipped for mulch or burned for biofuel.

Because landfill costs differ by region, the company provides cost analysis proposals to hotels interested in its recycling services, which—if clients prefer—include the installation of new mattresses as well as the removal of old. In its cost analysis for Hilton Worldwide, the company found it could recycle mattresses and

**Hoteliers don't need a degree in environmental science to reduce waste and save money. Evadne Giannini, principal of Mountaintale, N.Y.-based Hospitality Green, offers a few simple tips for properties.**

If you just stick a plain brown box outside a door, nobody will think that's a recycling bin. Buy the standard, clearly marked containers to place around the hotel.

box springs for an average \$20 per set versus the \$50 average it would cost to landfill them. "Also by using our services, you establish yourself as an eco-friendly property," Stracener says, "which generates consumer interest and improves your brand image."

Every day in the United States, hotels discard 2.6 million partially used bars of soap. By collecting your property's soap stubs and sending them to a nonprofit recycling organization like Global Soap or Clean the World, you can not only whittle away dumpster waste but also help combat hygiene-related illnesses, which claim more than 1.7 million lives a year globally. These soap recyclers convert used bars into new full-size bars, which they then send to developing countries or disaster areas where soap is scarce. Global Soap estimates that 1.4 million deaths a year could be prevented through simply handwashing with soap.

## 2 CHECK THE FREQUENCY OF TRASH COLLECTION

Most haulers make a contract based on 100 percent occupancy. "If you're at 40 percent capacity, why do you want them to show up at your door every day," Giannini says.

Do you really need to have individual creamers during breakfast service? "Could you go to a small pitcher?" she asks.

Forgo these non-recyclable cups in the employee breakroom. "There's no reason for it," Giannini stresses. Instead, suggest staff members bring in their own coffee mugs.

**ORDERING SENSIBLY:** Plan out food and office supply orders so you don't get a giant cardboard box with just two heads of broccoli or a couple notebooks.

"In some areas of the country, waste transportation and disposal costs can be in excess of \$100 per ton. So a larger facility using one of our units can eliminate enough food waste to save up to \$100 a day, which over time is fairly substantial." **FRANK E. CELLI**, CEO, BIOHITECH AMERICA

Since 2009, Marriott International has donated more than 271,000 pounds of soap and 175,000 pounds of bathroom products through its Clean the World partnership. These have been recycled into thousands of hygiene kits that help children in impoverished communities around the world live healthier lives.