

Promoting Green Initiatives and Programs

Tailoring the Message to the Audience

Bill Meade

**Greening the Hospitality Industry
February 4-5, 2004, Virginia**

Presentation Topics

Know your audience

Tailor the message

Selecting the right medium

Evaluating the effectiveness of your promotions

Raising the bar

Know Your Audience

- Internal audiences
 - Management
 - Staff
- External audiences
 - Travel agents and tour operators
 - New guests
 - Repeat guests
 - In-house guests
 - Shareholders
 - Local community
 - General public

Tailor the Message

- **Messages to emphasize**
 - Community development
 - Nature conservation
 - Reduction in emissions and waste
 - Use of recycled or recyclable materials
 - Use of non-toxic chemicals
- **Messages to avoid**
 - Efficiency improvements
 - Cost savings
 - Improved compliance with environmental regulations

“Special awards and citations are more newsworthy than activities”

Selecting the Right Medium

- **Print**
 - Local newspapers
 - Industry and travel magazines
 - Newsletters and direct mail
 - In-room literature and on-property notice boards
 - Annual Report
- **Booths at industry trade fairs**
- **Electronic**
 - Website
 - E-mail notices
- **Television and in-room channels**

“Feature stories are viewed as more credible than paid advertisements and self promotions”

Evaluating the Effectiveness of Your Promotions

- Direct feedback from target audience
 - Comment cards for in-house guests
 - “Contact us for more information” on website and newsletters
 - Solicit ideas from visitors and staff
 - Contributions to charity
 - Participation in voluntary programs
 - Supporting shareholder resolutions
- See what stories sell in the press

“Fairmont (formerly Canadian Pacific Hotels) calculated the commercial value of free promotions of their Green Partnership Program to be worth several millions of dollars.”

Raising the Bar

- Don't rest on your past achievements
- Better to be first and viewed as a leader
- Share experiences with other properties
- Initiate programs within local hotel associations and chambers of commerce
- Set achievable objectives and targets, revisit annually
- Establish joint initiatives with local charities and environmental organizations