



green lodging *trendsreport*

global hotel trends and innovation in sustainability

Green Lodging Trends Report is the lodging industry's annual exercise to assess and catalyze green innovation, best practices, and awareness regarding the state of sustainability across hotels worldwide. Green Lodging Trends Report is powered by **Greenview**, a leader in advancing hotel sustainability, and managed by **Green Lodging News**, lodging's leading environmental news source.

Goals of the Green Lodging Trends Report:

- Identify best practices in the industry that more hotels can benefit from
- Discover innovative efforts by hotels that should be recognized and celebrated
- Determine what is trending in hotel sustainability each year and over time
- Increase awareness of the performance of individual facilities and the industry as a whole
- Create a platform for discussion and spreading of innovation among hotels and their peers, suppliers and customers globally
- Create a mechanism for tracking continuous improvement
- Assist hotels in consolidating relevant sustainability information to provide customers

The Survey:

The Green Lodging Trends Report is based on a survey of about 100 questions covering the latest in operational practices, facility attributes, and outreach programs to conserve resources, reduce carbon emissions, increase guest experience, and make positive community impact. There is no cost to participate in the survey. Hotels participate by responding to the survey via an online portal platform where work can be saved and answers easily can be updated for the next year's survey. In 2016, year one of the survey, data was collected from more than 2,000 properties covering 40 countries worldwide. In year two there will be up to 3,000 participating hotels. Subsequent studies are intended for an annual response of 5,000 + .

The Trends Report:

We analyze the results with general trends and highlight exemplary practices and innovations that stand out, serving as a guidepost for the industry and especially the survey participants.

The Benchmarking Report:

We prepare a compare report, confidential to each participant, to serve as a yardstick for a hotel to understand the status of each specific practice within the general participant universe.

Distribution and Press:

Participants and reach will stem from databases held by Green Lodging News, Greenview's network, report partners, and a network of hotel companies, event organizers, destinations, and industry associations.

The report will be promoted throughout the year on the Green Lodging News website (over 30,000 unique monthly visitors), in the Green Lodging News weekly e-newsletter, on the Greenview website, by report partners and sponsors, through other hotel trade publications, and through such well-known press release distribution services as Hotel-Online, Hotel News Resource, and Hospitality Net. Additionally, the results will be presented throughout the year at various industry conferences and roundtables, and sent personally to corporate responsibility and sustainability executives at all major brands. The report will be pushed via e-mail to the more than 5,000 opt-in subscribers of Green Lodging News and to tens of thousands of additional hoteliers through media and other partners and sponsors. Participating hotels also will have an opportunity to receive recognition in the published report, press releases, and other external communications.

2017 Timeline:

The survey will go live on May 1, 2017. The report will be published in September 2017.

The Report Business Model:

The project will be funded by key sponsors at four levels: \$15,000 (Platinum), \$10,000 (Gold), \$5,000 (Silver) and \$2,500 (Bronze). ***Sponsors will have to demonstrate eligibility by providing a product or service that supports hotel sustainability in some form.***

The Platinum Level Sponsorship:

- First-paragraph mention on the 2017 Report Introduction Page on the www.greenlodgingnews.com website with an “About” paragraph on that page for business model and company’s own corporate responsibility highlights. Includes link(s) to sponsor’s site.
- Top-level mention on cover page, back page, and acknowledgement section of the actual trends report.
- Top-level recognition in press releases regarding the 2017 report (minimum lead paragraph mention as lead sponsor). Media database: 1,000 contacts.
- \$2,400 credit toward 2017 Green Lodging News advertising.
- Your company will be added as a Founding Sponsor and get its own Founding Sponsor page on the Green Lodging News website for the life of the site.
- Inclusion in the boilerplate language of the report that will be used in press releases, and during presentations about the report.
- Full page advertisement on page two of the trends report.
- Contribution of up to six questions of particular interest to the sponsor (subject to Greenview and Green Lodging News approval).
- Top-level mention of sponsorship on the first page of each hotel participant’s customized, confidential compare report.
- Opportunity to collaborate and participate in additional outreach activities such as speaking opportunities at industry events.
- Participation in minimum of three Green Lodging News feature articles.
- Social media exposure via Twitter, Facebook, LinkedIn, Instagram, Green Lodging News blog.



The Gold Level Sponsorship:

- First-paragraph mention on the 2017 Report Introduction Page on the www.greenlodgingnews.com website with an “About” paragraph on that page for business model and company’s own corporate responsibility highlights. Includes link(s) to sponsor’s site.
- Top-level mention on cover page, back page, and acknowledgement section of the actual trends report.
- Top-level recognition in press releases regarding the 2017 report (minimum lead paragraph mention as lead sponsor). Media database: 1,000 contacts.
- \$1,200 credit toward 2017 Green Lodging News advertising.
- Your company will be added as a Founding Sponsor and get its own Founding Sponsor page on the Green Lodging News website for the life of the site.
- Inclusion in the boilerplate language of the report that will be used in press releases, and during presentations about the report.
- Half-page advertisement within the first 10 pages of the industry trends report.
- Contribution of up to four questions of particular interest to the sponsor (subject to Greenview and Green Lodging News approval).
- Mention of sponsorship on the first page of each hotel’s customized, confidential 2017 compare report.
- Opportunity to collaborate and participate in additional outreach activities such as speaking opportunities at industry events.
- Participation in minimum of two Green Lodging News feature articles.
- Social media exposure via Twitter, Facebook, LinkedIn, Instagram, Green Lodging News blog.



The Silver Level Sponsorship:

- First-paragraph mention on the 2017 Report Introduction Page on the www.greenlodgingnews.com website with an “About” paragraph on that page for business model and company’s own corporate responsibility highlights. Includes link(s) to sponsor’s site.
- Top-level mention on cover page, back page, and acknowledgement section of the actual trends report.
- Top-level recognition in press releases regarding the 2017 report (minimum lead paragraph mention as lead sponsor). Media database: 1,000 contacts.
- \$600 credit toward 2017 Green Lodging News advertising.
- Your company will be added as a Founding Sponsor and get its own Founding Sponsor page on the Green Lodging News website for the life of the site.
- Inclusion in the boilerplate language of the report that will be used in press releases, and during presentations about the report.
- Quarter-page advertisement within the first 10 pages of the industry trends report.
- Contribution of up to two questions of particular interest to the sponsor (subject to Greenview and Green Lodging News approval).
- Mention of sponsorship on the first page of each hotel’s customized, confidential 2017 compare report.
- Opportunity to collaborate and participate in additional outreach activities such as speaking opportunities at industry events.
- Participation in one Green Lodging News feature article.
- Social media exposure via Twitter, Facebook, LinkedIn, Instagram, Green Lodging News blog.



The Bronze Level Sponsorship:

- First-paragraph mention on the 2017 Report Introduction Page on the www.greenlodgingnews.com website with an “About” paragraph on that page for business model and company’s own corporate responsibility highlights. Includes link(s) to sponsor’s site.
- Top-level mention on cover page, back page, and acknowledgement section of the actual trends report.
- Top-level recognition in press releases regarding the 2017 report (minimum lead paragraph mention as lead sponsor). Media database: 1,000 contacts.
- \$300 credit toward 2017 Green Lodging News advertising.
- Mention of sponsorship on the first page of each hotel’s customized, confidential 2017 compare report.
- Inclusion in the boilerplate language of the report that will be used in press releases, and during presentations about the report.
- Contribution of one question of particular interest to the sponsor (subject to Greenview and Green Lodging News approval).
- Opportunity to collaborate and participate in additional outreach activities such as speaking opportunities at industry events.
- Participation in one Green Lodging News feature article.
- Social media exposure via Twitter, Facebook, LinkedIn, Instagram, Green Lodging News blog.





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the lodging industry's leading environmental news source

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About Green Lodging News:

Green Lodging News, a Hasek Communications L.L.C. publication, is the lodging industry's leading environmental news source. Created in 2006, it consists of the Green Lodging News website (www.greenlodgingnews.com), weekly Monday e-newsletter and weekly Wednesday Green Supplier Spotlight e-blast that focuses on one supplier. The website currently attracts 30,000 + unique visitors, 175,000 total visits, and 600,000 page views each month. The newsletter and Spotlight reach more than 5,000 opt-in subscribers. To subscribe to the newsletter and Green Supplier Spotlight, go to www.greenlodgingnews.com, or e-mail editor@greenlodgingnews.com to be added to the circulation list.

Publisher and Editor Glenn Hasek has more than 22 years of lodging industry experience—as a journalist, public relations consultant and publisher. He got his start in 1989 with what was then Hotel & Motel Management magazine. He worked there until 1996 and again with the publication from 2000 to 2001. Glenn Hasek has spoken and moderated at many industry events and has received numerous awards for his work.



GREENVIEW

About Greenview:

Greenview was founded in 2008 to play a pivotal role in advancing sustainability through increasing the prevalence of metrics, measurement and reporting, with the vision of catalyzing innovation and best practices. As a sustainability consultancy and research firm, Greenview specializes in advising the hospitality, meetings & events, travel, and tourism industries with leading insight. We work across the value chain of travel & tourism, and maintain our finger on the pulse of sustainability through the **Greenview Portal**, an online hotel tool to consolidate, track, measure and obtain actionable guidance on sustainability and power our trends research.

In addition to advising several leading global organizations, Greenview has helped launch several innovative industry initiatives including HCMI, the Cornell Hotel Sustainability Benchmarking study, the Hotel Footprinting Tool, the Green Venue Report, and the UNWTO's sustainable cruise development strategies for South-East Asia. Learn more and access resources at www.greenview.sg.

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