

Eco-Friendly Hotel



Holiday Inn Express Hotel & Suites Chester-Monroe-Goshen is Going Green with EarthView Sustainable Hospitality

Hersha Hospitality has developed and implemented a unique program dedicated to Sustainable Hospitality. That initiative, EarthView, is quickly becoming the industry standard for fully integrated environmental and community policies that make sustainable hospitality a genuine reality. EarthView delivers environmental and conservation programs that positively impact hotel operations' bottom line while simultaneously improving the well-being of our guests, our employees, our communities, and our planet.

Our Philosophy: The Hersha Group embraces environmental and community stewardship as an integral part of maintaining and building a successful business. For that reason, we created and branded the EarthView program with a cross-functional team from our properties and our corporate offices. It is our vision to see the EarthView program evolve into a forum in which new concepts for sustainable hospitality are cultivated.

Our Approach: The EarthView program aims to promote our business through triple bottom line accountability. According to the triple bottom line, the success of our company rests not only on our financial success but also on our contributions to our environment and community. We are applying the same analytical approach we use to measure our financial success to measure our environmental and community impact.

Our Strategy: The EarthView program complements Hersha's larger business strategy and ensures that as environmental and social initiatives move from electives to mandates, that Hersha is competitively positioned to meet and exceed those requirements. The EarthView program will strengthen Hersha's position as an industry leader, and will provide a competitive advantage moving forward.

Below are a few examples of everyday practices that showcase our commitment to sustainability, across all departments of the Holiday Inn Express Hotel & Suites Chester-Monroe-Goshen.

Conservation – Waste Reduction

- We have a bed linen and towel re-use program with signage in all guest rooms to educate guests
- Our administrative team has stopped printing daily reports and send electronically
- We encourage guests/clients to send proposals, marketing materials and sales kits electronically

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Recycling

- We provide recycling receptacles in all guestrooms for guests to dispose of paper, plastic, aluminum, and glass
- Housekeeping recycles soap, shampoo and conditioner through our participation in Clean the World program
- The hotel purchases recycled paper products for guest rooms and public areas, such as, 90% toilet paper, 10% facial tissue, and 50% C-fold paper towels
- Guest room key cards are recycled. Our front desk only issues one key at check-in unless two are requested. We also have trained our front desk to request key card return, and housekeeping to return all key cards left in rooms to the front desk
- We ensure that all light bulbs, batteries, and electronic equipment are recycled properly

Conservation - Consumption Reduction

- Housekeeping team ensures that all lights, televisions, and heating & cooling are turned off in all vacant guestrooms
- Compact Fluorescent Lights (CFL) are in all guest rooms, public areas and “back-of-house”
- During periods of low occupancy, we have a coordinated plan to “shut down” floors, ensuring that heating/cooling units and electrical appliances are turned off