Pilot Spotlight
Featuring Best Western Peppertree Inns of Washington, A Local “Green” Success Story…

Auburn Inn
Formed environmental committee
Replaced exterior lighting with Neon LED
Installed photosensors on outdoor lighting
Added rain gauges to irrigation system
Switched to 30% recycled paper
Installed T8 and CFL bulbs in lobby, common areas, and guest rooms
Switched to green cleaners to clean room, sheets, and towels
Purchased rechargeable batteries
Retrofit toilets with dual flush handles and plumbing (Auburn)
Installed occupancy sensors on common area lights
Replaced exit signs with LED
Collect guest feedback on green program

Liberty Lake Inn

Omak Inn

Spokane Airport Inn

1. Pledged to complete three new environmental actions at each of three properties
2. Completed Green Practices checklist for each of the three properties
3. Conducted site audit at Spokane Airport Inn
4. Decided on Green Actions to pursue at each property
5. Implemented Green Actions, checking in on process via monthly conference call
6. Monitored results; tracked savings
7. Shared experience at Washington Lodging Association luncheon on June 9, 2011

Going Green Helps Hotels
- Save money
- Maximize marketing opportunities
- Capture new business
- Engage employees
- Serve as better environmental stewards

“...the value of this project has extended far beyond the cost savings we’ve seen from the new actions we’ve taken. Our environmental efforts are important to our guests and employees.”
- Rita Santillanes, Owner of Best Western Peppertree

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For more information, visit us online at: www.walodging.org

How Did They Do It?
The WLA Green Pilot Process:
Follow the blue hyperlinks for more information

Outdoor lighting Neon LED replacement and photosensors
$10,600 project cost
75% energy savings
< 2 year payback period

Installing rain gauges
$135 per hotel
3 month payback

Collect guest feedback on green program using online survey
Reduces paper use
Engages guests and improves program
“Great Green program. Suggest adding receptacles to collect plastic bottles. I really enjoyed your hotel and hope to return soon. Thank you for doing this!”

Peppertree’s efforts have been featured in
5 news articles, including
- Auburn Reporter
- Green Lodging News
- Omak Chronicle
- Seattle Daily Journal of Commerce
- Spokesman Review

Peppertree employees are more engaged in and aware of green activities
70% of employees reported their knowledge of green practices strongly increased during the program

4 properties | 45 new green actions | 14 months