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Park City Hotel Puts Earth First

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Treasure Mountain Inn of Park City, Utah is proud to announce that it has become the world's first hotel to join 1% Percent For The Planet. Treasure Mountain Inn (TMI) is an environmentally-friendly hotel and conference center located on historic Main Street in downtown Park City. 1% For The Planet (1% FTP) is an alliance of businesses committed to leveraging their resources to create a healthier planet. Members recognize their responsibility to and dependence on a healthy environment and pledge to donate at least 1% of their annual revenues to environmental organizations. TMI and 1% FTP share the goal of proving that environmental responsibility is good for business.

Treasure Mountain Inn is a mid-sized, owner-managed hotel that specializes in meetings and conferences. Its owners are committed to operating a value-driven business and proving that 'being green' is not only the right thing to do, but also good for the bottom line. The Inn is Park City's only Green Hotel Association Member, and has been undertaking significant changes to support its green efforts. In support of these efforts TMI has an internal program called, 'Trying to Minimize our Impact' which embraces the 3 R's of conservation (Recycle, Re-Use, Reduce). Specifics included below.

1% For The Planet was launched in 2001 by Yvon Chouinard, founder of outdoor clothing company Patagonia, Inc., and Craig Mathews, owner of Blue Ribbon Files. Both had seen the success environmental commitment had brought to their businesses. Patagonia, Inc. has been contributing 10% of pre-tax profits or 1% of sales, whichever is greater, each year to environmental groups since 1985. Chouinard calls this an "earth tax," recognizing that his company has a responsibility to conserve and protect the natural resources it utilizes to make and market its products. Chouinard wanted to expand this idea of "environmental tithing" throughout the private sector, and at the same time support the efforts environmental organizations around the world. It is their goal to unify other companies to help solve the environmental crisis and build successful companies at the same time.

Treasure Mountain Inn owners Andy Beerman and Thea Leonard feel that joining 1% FTP formalizes their commitment to protect the natural environment and is symbolic of their efforts to increase corporate responsibility. It is their belief that Utah's natural beauty is their true product, and that preserving Utah's wild spaces, is essential to the long-term success of their business. By joining 1% FTP, they plan to share their success with the organizations fighting to protect Utah's fresh air, water and undeveloped wilds. It is also their hope that both guests and industry peers will take notice of their efforts and increase their own environmental consciousness. Beerman says, "For most guest and group planners being green is not a primary selling point, but it is viewed as added value and differentiates TMI within the market." Although earth-friendly products and practices can sometimes be more expensive, Beerman says that their conservation efforts have defrayed many of these costs with lower utility costs and a reduced need for supplies. It is their hope to ultimately serve as a model and a resource for other hotels wishing to become "green" in their business practices.

Some specifics on Treasure Mountain Inn's green practices:

Recycle: Treasure Mountain Inn has an extensive recycling program including paper, glass, plastic, aluminum, tin cans, newspaper and cardboard. Recycling centers can be found in each room and in the hallways. The Inn also utilizes biodegradable shampoos, lotions and soaps made with natural ingredients that are packaged in recyclable tubes and cartons made with recycled materials. TMI is in the process of switching to recycled toilet paper and paper towels.

Re-Use: Treasure Mountain Inn strongly encourages guests to re-use their towels and linens, vastly reducing water consumption. In its recent and extensive remodel, the Inn re-used and preserved many of the original building materials. In many cases, this included refurbishing wood cabinetry, doors, and metal fixtures. Despite its new look, the Inn still maintains pieces of original history as a bridge to its rich past.

Reduce: TMI has greatly reduced its electrical consumption by replacing most of the common area

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lighting with low-energy fluorescent lights and reduced water consumption by installing water conservation shower heads in every unit. The Inn is also heavily vested in the Utah Blue Sky Program purchasing about 15% of its electric as Wind Power. The commitment to alternative energy reduces its annual coal consumption by 48 tons and CO2 emissions by 95 tons. Lastly, the Inn has reduced paper consumption by 50% by eliminating extra paperwork, placing an emphasis on electronic documents, on-line banking, using smaller paper sizes, and utilizing digital marketing collateral. Whenever paper is required, TMI uses 100% recycled paper.

Due to its unique location in the center of town, the Inn strongly encourages guests to leave their cars at the Inn and take advantage of Park City's free public transportation. Groups requiring Food & Beverage are treated to homemade food made from mostly organic and natural ingredients. There is also a café on property, the Morning Ray, which allows guest to choose from a variety of organic and vegetarian dishes. In addition to earth-friendly shampoos and soaps, the Inn recent switched their housekeeping to bio-friendly cleaning products.

For more information, visit www.treasuremountaininn.com or www.onepercentfortheplanet.org or contact Andy Beerman (800) 344-2460, andy@treasuremountaininn.com.

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