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Marylyn New and Fremantle Mayor Peter Tagliaferri at the Esplanade Hotel Fremantle

Freo pub cleans up

WA's first carbon-neutral hotel has called on others to follow in its green footprints.

The Esplanade Hotel Fremantle is the first in WA to be declared carbon neutral.

Its owners have issued a challenge to all WA businesses to get serious about saving the planet, too.

The Esplanade's carbon-neutral status has been achieved by securing 9.6ha of rainforest in Ecuador through rainforest Rescue to offset the hotel's remaining carbon emissions.

Marylyn New, managing director of WA's biggest four-star hotel, urged other organisations to reduce their damaging carbon footprints.

"For us, the journey from joining the Australian Government's Greenhouse Challenge 10 years ago to becoming the first AAA Tourism-accredited Green Stars hotel in WA in 2001, and to now becoming carbon neutral, has been extraordinarily rewarding," she said.

"Climate change and greenhouse emissions present pressing global challenges that will only be successfully resolved if the majority of individuals and businesses put the issue right at the top of their priority list."

In the past decade, the Esplanade Hotel Fremantle has taken many steps to reduce its environmental footprint, including adopting recycling programs, cutting water use, installing energy-saving light globes, computer-controlled air-conditioning and using solar power.

Ms New has also recently bought an eco-friendly car.

"Living a cleaner dream can be a reality. Small changes can have a big impact, so the more people that join the fight to save our planet, the better off we'll all be," she said.

Fremantle Mayor Peter Tagliaferri congratulated the hotel for its leadership in tackling climate change.

"As a council, we are committed to environmental and social responsibility and, as such, we are delighted with the Esplanade's achievements,"

Mr Tagliaferri said.

"They are yet another jewel in Fremantle's green crown and are setting a wonderful example."

The multi award-winning hotel has 300 guest rooms and resort-style recreational facilities.

Its convention centre has meeting rooms and state-of-the-art communication, light and audio-visual facilities.