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Esplanade Hotel throws down the 'green gauntlet' to businesses

As Western Australia's largest four-star hotel celebrates becoming the first in the state to be declared carbon neutral, its owner has issued a challenge to businesses to get serious about saving the planet.

Marylyn New, managing director of the Esplanade Hotel Fremantle, used World Environment Day to urge other organisations to reduce their damaging carbon footprints.

"For us, the journey from joining the Australian Government's Greenhouse Challenge ten 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," said New.

"Climate change and greenhouse emissions present pressing global challenges - 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 hotel has taken steps to reduce its environmental footprint including recycling programs, cutting water use, installing energy-saving light globes, computer controlled air-conditioning and using solar power.

Its recent carbon neutral status has been achieved by securing 9.6 hectares of rainforest in Ecuador through Rainforest Rescue to offset the hotel's remaining carbon emissions. As part of New's ongoing environmental commitment, she has also recently bought an eco-friendly motor car.



Marylyn New



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