



Fremantle hotel goes carbon neutral

WA's largest four-star hotel has demonstrated its commitment to environmental sustainability by becoming the first hotel in the state to be declared carbon neutral.

Esplanade Hotel Fremantle managing director, Marylyn New, said the property commenced a program of eco-friendly initiatives more than 10 years ago when it joined the Australian Government's Greenhouse Challenge.

"Since then, we have progressively rolled out our program across a range of activities, and have achieved benchmarks along the way, including a major achievement in 2001 when the hotel was awarded rating as the first AAA Tourism accredited Green Stars hotel in WA."

Over the past decade, the Esplanade Hotel Fremantle has taken many 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.

In addition to managing its own eco-impact, the hotel offers tips and automation to provide guests with ways to help save the planet, including shower timers in all guest rooms, use of eco-bags in hotel gift store and trade shows, as well as sponsorship of lifestyle expos.

"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," she said.

The property's carbon neutral status was confirmed when it secured 9.6 hectares of rainforest in Ecuador through Rainforest Rescue, which offset the hotel's remaining carbon emissions.

Marylyn has taken the carbon reduction program into her own life, to the extent she recently bought an eco-friendly Citroen C4.

"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.

And while customers have embraced the hotel's environmental status, major national and global corporate accounts are also taking note, with the recent *American Express 2008 Asia Pacific Corporate Hotel Rate Projections and Market Forecasts Report* showing corporate accounts are now looking beyond contract rates and seeking out properties that demonstrate positive citizenship and eco-friendly credentials. (*Traveltalk February 2008*).

The Esplanade Hotel Fremantle is registered at www.environmentallyfriendlyhotels.com

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