

Green Lodging News

January/February 2008

Marketing Your Green Lodging Facility

You've been increasing green efforts throughout your facility and have just achieved GLM certification. The Department of Labor and Economic Growth will be issuing a press release informing the public of your certification, but one article can only accomplish so much. What are some of the things that you can do to spread the word and attract new business from eco-travelers.

There are really two parts to marketing a green lodging facility. First, it's important to communicate efforts to current guests. This will earn customer loyalty and likely lead to positive press through word of mouth and return visits. Second, facilities must come up with ideas to market to eco-travelers who may stay at their facility once they know about their environmental efforts.

There are several important things your facility should be doing to

communicate with guests.

- Make it known to guests that you are certified with Green Lodging Michigan. Also, be sure to describe what your facility did to achieve certification and why it's important. Emphasize how being green differentiates your facility from others.
- Make sure the staff know about your environmental efforts and how to communicate them to guests.
- Information can also be distributed through signage and other literature.
- Educate guests about environmental practices that require their participation (recycling, linen reuse, etc.).

It is also important to promote your facilities environmental efforts and achievements to potential guests. There is the obvious marketing and

advertising through traditional media sources, however, these can be expensive and are not for everyone. Assuming that you don't have a large advertising budget, there are still several innovative things you can do.

- Host a Green Event
- Tie in with an environmental news story.
- Offer yourself as an expert media source.
- Report on internal procedures.
- Provide editorial comments on a controversial issue.
- Take an active role in a visible leadership position within the community.
- Use a well known spokesperson.
- Offer unusual products/services.

These ideas were taken from a Green Lodging News article written by Colette Chandler. For more details on these and other ideas, the article can be found [here](#).

Upcoming Green Lodging Events

- The Northwest Michigan Sustainable Business Forum and Traverse City Light and Power are sponsoring a Green Lodging Michigan workshop on Tuesday, April 22nd from 8:30 a.m. until 11:00 a.m. at the Bayshore Resort in Traverse City. To register for this FREE workshop, contact Patty O'Donnell at the Northwest Michigan council of Governments at (231) 929-5039 or via email at pattyodonnell@nwm.cog.mi.us.
- The Michigan Lodging and Tourism Associations annual conference (Driving Tourism 2008) is April 14-15 at the Amway Grand Plaza in Grand Rapids, MI. There will be a session on the Green Lodging Michigan program; ways its principles can be applied to the benefit of any tourism business, and how that better positions your business for eco-friendly guests and customers on the 15th at 2:00pm. Visit www.michiganhotels.org for more information.
- Nichols will host an all-day Green Facilities Conference on Wednesday, March 26 at the Prince Conference Center at Calvin College in Grand Rapids. See the following (http://enichols.com/seminars_info.php?id=19) for more information.



Michigan Department of
Labor & Economic Growth

Green Lodging News is a publication targeted toward Michigan's hospitality facilities. It is a service of the Energy Office, Michigan Dept. of Labor and Economic Growth. If you are interested in subscribing to the bimonthly newsletter, please contact dohertyr1@michigan.gov.

The Department of Labor & Economic Growth will not discriminate against any individual or group because of race, sex, religion, age, national origin, color, marital status, disability, or political beliefs. If you need assistance with reading, writing, hearing, etc., under the Americans with Disabilities Act, you may make your needs known to this agency.