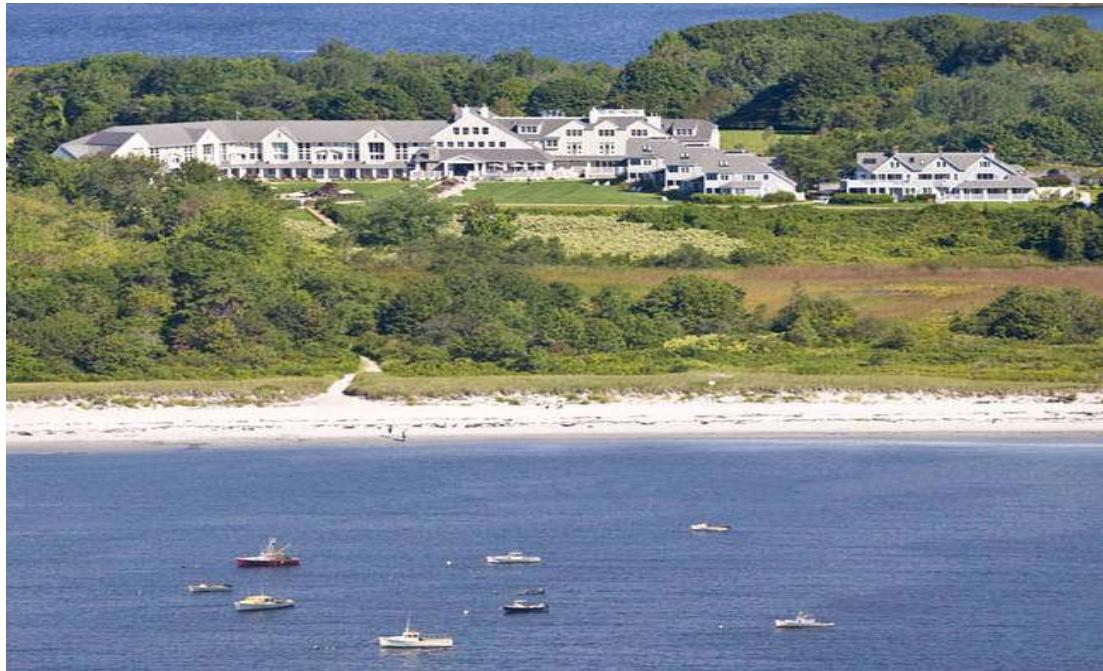


Marketing & PR for the Triple Bottom Line

Benefiting from Sustainable Initiatives in Hospitality



Rauni Kew



Toffler – “people are coming to collect experiences where formally they collected possessions”

- Sustainable Hospitality:
The moving bar
- Travel Trends for 2010
- PR/Marketing Trends
How to use sustainable initiatives to drive profit
- Case Study: Marketing/ PR programs at Inn by the Sea

Sheraton Providence Airport Hotel



What it has Meant to Be Green-the bar keeps moving for Sustainable Hospitality

- Reductions in water, chemicals, solid waste and energy- **Reforestation
- Conservation of local environments, eco systems, **help define and preserve sense of place**
- Reductions in green house gases
- CSR in Tourism, in Business, shared values

(** Marriott 1.4 M acres Juma Rainforest in Brazil- \$10 offsets)



What do *travelers* expect from green lodgings? It's Changing.....

J D. Power & Associates 2009 NA Hotel Guest Satisfaction Index Study:

- 66 % of guests were aware of hotel conservation efforts in 2009 compared with 57% in 2008.

New York Times: IS IT GREEN?

If you want to know how seriously a hotel is taking environmental issues, here are 6 questions: Does it have:

- any renewable energy sources, like small hydro, solar, wind or geothermal systems?
- avoid using harsh chemicals, such as scented laundry supplies, carpet cleaners & air fresheners?
- donate things to charities, like food scraps and old sheets and towels?
- practice energy conservation: long-life light bulbs, good insulation, energy- efficient appliances
- **support local causes and community conservation efforts?**
- **educate its guests about being green, either on its Web site or material provided in the room?**



Travel & Leisure's Favorite Green Hotels: Ask:

- What has it done to reduce carbon emissions and waste?
- How does it conserve energy and water consumption?
- **And does it have programs that support its community?**

National Travel Trends

- **Value, Value, Value-** consumers are demanding more
- **Vacations And Business Trips Are Shorter** - travelhorizons(TM) 66% of active travelers surveyed stated "staying fewer nights" to save
- **The Internet** – 2/3 rds of consumers research & plan travel on line, but have become enamored of the ease of comparison shopping
- **Celebration vacations- travelling to celebrate life events-**
- 2/3rds of leisure travelers based a trip on a life event such as a wedding, birthday, family reunion retirement or anniversary
- 45% were for milestone birthdays
- **Staycations:** not just media hype- ! 1 in 4 U.S. leisure travelers w an annual household income of more than \$50,000 took at least one overnight leisure trip/vacation within a 50-mile drive radius as an alternative to vacationing to a farther destination... remain robust through the duration of 2010 well into 2011.



Y Partnership Travel Trends



Travel Trends 2010

- **Digital** - now synonymous with 'instant', with 50% of U.S. adults using social networking sites, expect more time-sensitive "flash sales" offered via Facebook or Twitter, more real-time postings of travel experiences, (Foursquare) and faster response from companies and institutions fearful that negative opinions will go viral.
*Reinier Evers **Trendwatching.com***
- **Short Booking windows:** “booking windows” have decreased - - 50% drop in 2009
Tripology
- **30,000 writers given pink slips...traditional outlets are in flux-**
Papercuts
more important to directly engage travelers through your site, blogs, twitter, facebook
- Consumers visit an average of 20 websites before making a travel purchase
Google

Mobile. *The next wave of travel innovation is occurring on the mobile platform. Travel companies cannot function without a Web site and soon, those without a mobile strategy will be left in the dust.*

The PhoCusWright Conference 09



- 30% of cell phones are "smart phones" w Internet
- Among them, $\frac{1}{2}$ navigated a destination using the built-in GPS functionality
- 19% travelers have downloaded a travel-related application (app)
- 29% compared hotel rates or shared or information or photos about their travel experiences
- 18% booked air travel or lodging or viewed a virtual visitor guide
- *...mobile devices are destined to play an increasingly important role in the distribution and sale of travel services in years ahead" Peter C. Yesawich*

Ypartnership / Harrison Group 2010 Portrait of American Travelers (SM) survey

- **Watch for Game Changers with:**
- Google moving into this sector, with a \$700 million deal with ITA Software
- Apple, registered 2 patents for travel-related apps for the iPhone and iPad
(one for hotel reservations and one for travel reservations)

FORMAT YOUR SITE TO A MOBILE SCREEN



Tripadvisor 2010: Green Travel Trends

- 22% of travelers expected to be more environmentally conscious in their travel decisions in 2010 than 2009.
- 32% consider their carbon footprint when traveling
- 44% of these travelers choose to stay at “Green” or environmentally-conscious hotels
- A hotel having ‘Green’ policies also factors into 33 percent of travelers’ booking decisions.”

Green Travel Trends



- **Going Green Is Good For Business** 85% of Americans consider themselves to be "environmentally conscious."
- 4 out of 10* state they would consider shifting their patronage to a travel service supplier that demonstrates environmental responsibility.
*(*Re Hotel Association of Canada -6 out of 10 look for Green Hotels)*
- Most, however, are not willing to pay a premium rate to green suppliers as **they expect them to be good stewards of the environment in which they operate**

Y Partnership Travel Trends

- "It is not just price that's determining consumers choices. Travel needs to parallel their values.before was about discounting, now it's "What type of authentic value can I offer?"

Susan Black , Black & Wright Group:

Business Impact Of Growing Environmental Awareness on Travel

- 44% of U.S. travelers consider environmental impact to be important when planning travel.
- 33% of U.S. travelers say they would pay a premium to green travel operators, but are looking for practices that go beyond money saving measures- (*sheet and towel and light bulbs isn't enough- they are looking for more-*)

The Importance of PR & Marketing: hospitality not communicating well

- 56% are skeptical of what companies are saying about their green practices
- Only 8% think it is easy to find green travel options- perception: industry has not introduced enough green travel product to satisfy the consumer
- Communicating green: must be easily understood & state how the travel company impacts the consumers green lifestyle, rather than just how the company or product itself is green



Source: "Going Green: The Business Impact of Environmental Awareness on Travel," PhoCusWright & The Hospitality Sales and Marketing Association International (HSMAI) Foundation and Sustainable Travel International, February 2009

Photo: First NA Ski Area to install a wind turbine- Jiminy Peak- MA

Importance of transparency & communicating sustainable initiatives

Orchard Garden



- Kit Cassingham – Of 3,000 green hotels listed on environmentallyfriendlyhotels.com website, only 1525 mention even in the slightest way they have a green philosophy
- Tripadvisor: 72% of travelers think hotels are more interested in marketing themselves as environmentally friendly than being green
- Deloitte Independent on line survey of business travelers:
71 % believe the lodging industry is 'somewhat' green
23 % say the lodging industry is not at all green

Travelhorizons 7/09: Less than one-third (29 percent of travelers) say it is easy to find out about environmental policies and initiatives of travel service suppliers.

We need to let eco minded travelers know what we are doing

See: Lenox Hotel, The Orchard, The Proximity, The Stone House Renovation

Green sites, green pages, social media marketing = good business

- **Deloitte Business Survey:**

30% are keenly concerned about green travel.
34% percent 'seek out' environmentally friendly hotels
38 % research green lodging either online or social media or WOM



Communicating your Green Message Helps attract Business:

- Helps to fulfill CSR for corporate travel – shared values
- Generate Excitement & Enticement through communicating Sense of Place
- Marketing Unique Sense of Place= Barriers to Competition
- Helps with Greenwashing- display your certifications, list green design features, community connections, have a value statement
- Positions Your Property for coming Legislation



Consumers are actively seeking out authentic travel experiences-

Brian T Mullis -Sustainable Travel International



- **The green movement is no longer a fad-it's become part of consumer and corporate culture....**, early adopters who actively integrate sustainable business practices into operations will reap the benefits while others risk the possibility of being left behind.
- 61% of Americans believe their experience is better when their destination preserves its unique natural, historic, and cultural sites.
- 41% of these travelers said their vacation experience is better when they can see and do something authentic
- 2 significant trends within the tourism industry:
 - the increase in the availability of carbon offsets to address greenhouse gas emissions.
 - travel philanthropy- giving back to the region where you vacation through volunteerism or support of local charities, or programs- (**“giving getaways”**)

Brian T Mullis - GreenMoney Journal- Fall 2009

Giving Getaways

- Giving back to the region where people vacation- to support the region, its people or to preserve an icon
- Hospitality for Habitat- MEIA- state wide/ association and hotels
- Simple as donating 5% of a stay or meal to a local charity- eg. Thanksgiving: Share Our Strength



- *Best to work with regional chapter of a National organization*
- *Try to find a good fit- does it suit the Sense of Place, support a regional icon, or fit the occasion*

2608Wn Sunday WInWe

FEBRUARY 17, 2008

By Richard P. Carpenter
Special to the Journal

If you have the winter blues, a getaway can be the cure. You needn't go far or stay long. Even planning a trip can do you good.

Real Deals

As Scott Booker of hotels.com puts it, "Having something to look forward to . . . can lift your spirits considerably." So let us examine some mood-elevating possibilities:

- You can help Habitat for Humanity and at the same time stay in a Maine inn, hotel, or B&B at significant savings. Participating members of the Maine Innkeepers Association will cut rates in half May 1-23 if guests make a \$35 donation to Habitat for Humanity.

Visit maineinnns.com and click on the Hospitality for Habitat logo for a list of properties and links that will provide information on room rates, availability, and restrictions.

Home Insert Page Layout References Mailings Review View PDF

USA TODAY

Home News Travel Money Sports Life Haiti Earthquake

Hotel Deal For A Good Cause At Inn By The Sea

Here's a hotel deal you can feel good about. The eco-luxury Inn by the Sea in Cape Elizabeth, Maine will reduce their rates on their seaside two bedroom suites by 50 percent, Sunday through Thursday, this spring in support of a fundraiser for Habitat for Humanity.

Hotel Deal For A Good Cause At Inn By The Sea

Here's a hotel deal you can feel good about. The eco-luxury Inn by the Sea in Cape Elizabeth, Maine will reduce their rates on their seaside two bedroom suites by 50 percent, Sunday through Thursday, this spring in support of a fundraiser for Habitat for Humanity. Inn by the Sea will be supporting "Hospitality for Humanity 2010", a program sponsored by the Maine Innkeepers Association which will raise money in May for Habitat projects in both Maine and Haiti. Guests can rent two bedroom seaside cottages at Inn by the Sea at half the regular rate, Sunday through Thursday, May 2nd through May 27th in exchange for a \$35 donation check written out to Habitat for Humanity.

Hospitality for Humanity began in 2004 and has raised over \$30,000 to build homes for low income families in Maine since its inception. In 2009 Inn by the Sea raised \$2,200 for Habitat for Humanity with the help of their guests through the program. This year, after the devastating earthquake in Haiti, a portion of the funds will also be directed to Habitat projects in Haiti. A tax deductible donation check made out to Habitat for Humanity should be given to Inn by the Sea on check in. Every dollar raised will be donated to help build.



There will be no reason to travel if we don't protect the sense of place



- Hotels operate within a unique mix of surrounding landscape, culture, history, people, local foods and natural environment.
- This fusion of characteristics, or “sense of place,” can be a property’s most efficient and powerful tool for generating revenue, but this important piece of sustainable hotel operation is overlooked.
- A hotel’s sense of place should be as well integrated into operations as its communications or property management systems.
- Destination protection is not only vital to sustainability; it can also help a hotel with barriers to competition. After a decade of rising consumer expectation, properties have been hard pressed to keep up with the constant introduction of new amenities. By preserving an area’s unique characteristics barriers to competition fall into place naturally.
- **Use The Sense of Place** to generate authentic travel experiences, and add value to a guest experience- make it memorable.

Rauni Kew- Forgotten Piece of Green, Green Lodging News, NE Hotel Magazine

- Toffler “people are coming to collect experiences where formally they collected possessions”

The Stay List- ***Check in Now!***

With location-inspired architecture,
ambience, and amenities • eco-stewardship
• an ethic of giving back to the community



- The hotels on our Stay List don't just reflect their surroundings—they help define them.... This mindset is what gives these hotels their special sense of place. Maybe it's the regional architecture that speaks to you. Or a guest room resonating with history. Or local food that not only tastes great but tells a story to boot. After your stay, you'll leave with the kind of insight only soulful places provide.
- Is the hotel engaged with the local community? Does it subscribe to sustainable practices that respect the region? Does it truly capture the spirit of its setting?
- To travel well, we believe, is to soak up authenticity. And where we spend the night is part of the picture. Does the hotel incorporate—and share—the soul of its location? Are resources respected and conserved? When possible, is the food put on the table local? Does the property play a vital role in the community, sharing some of its profits with local causes....”

National Geographic Traveler Stay List



Marketing & PR



Strategy:

- 75- 86% of travel research decisions done on the web
- Organic listings- in bound links & local maps
- Drive people to your site- *it's all about SEO*
- Once there- have compelling content, photos so customer will convert- *what's the value message?*

Holistic, integrated

- Uncontrolled: PR to generate Print, radio, TV, social media buzz
- Controlled: Ads, pay per click, web site, collateral, blasts (Travelzoo)
- Social media engages future or current customers- “getting to know you”- something of value-
- Twitter 10 M
- Facebook 350M (Fan page)
- Tripadvisor 36M a day
- Email, niche opt in, WOM
- Daily Candy, Idealbite, Thrillist, Urbandaddy, Giltgroup, Rue La La, Travelzoo

Case Study: Inn by the Sea

Creating Demand for a Green Property



Inn by the SEA
CRESCENT BEACH, MAINE

uxury comes *naturally*.

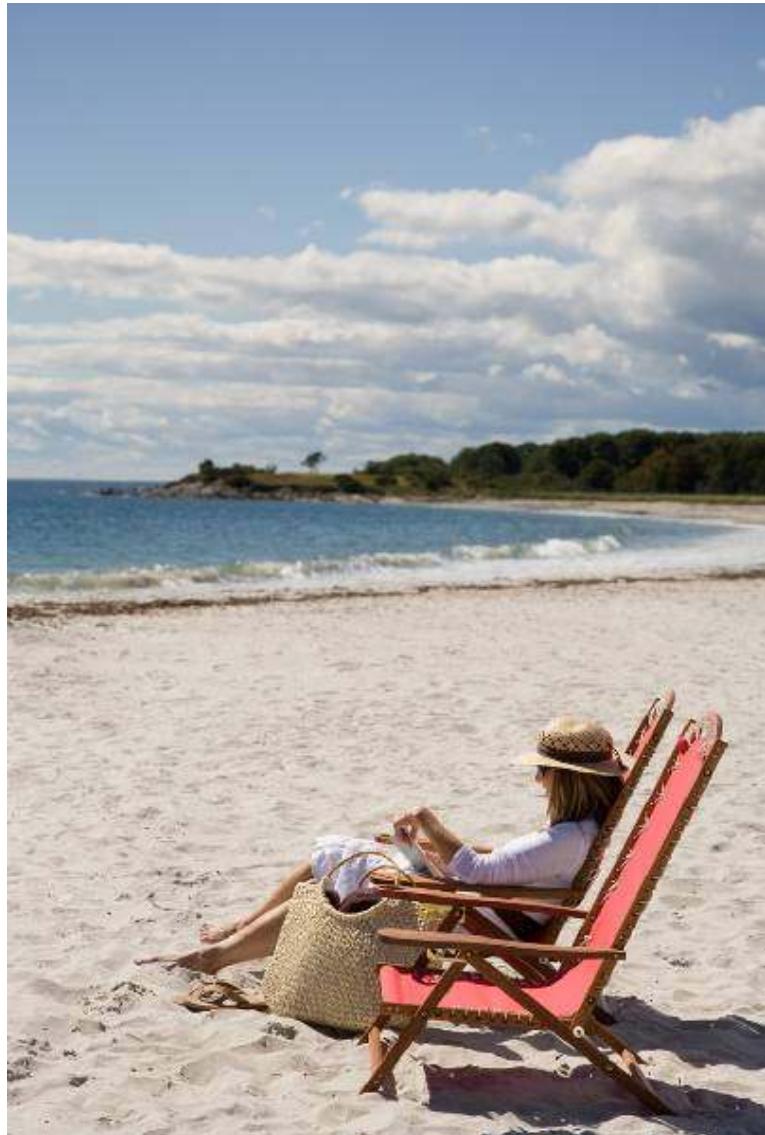
Preserve, Protect, Inspire....

A nine year Green path



- Started with indigenous planting
- Wildlife Habitat Certification & Garden Tours
- Green Committee
- Preserve, protect & inspire as part of business plan
- Changed to CFL's, LED timers, saved \$8,000.

People, Planet, Profit



- Do something good for the planet that fits your property- & speaks to your sense of place
- Find a way to engage the guest, add value to the stay (memorable) & pass on the environmental message- with fun?
- Find a partner-(bigger than you?) who will help spread you're the message-
- Profit will follow!
- *Every property can do this!*



Thousands Show Support for Gore

In addition to serving as Vice President, being nominated for the Nobel Peace Prize, and selling over a million books, Al Gore's *An Inconvenient Truth* was awarded an Oscar this past Sunday night. Through a partnership with Working Assets, thousands of members showed their support for Al by offsetting with Carbonfund.org. [\[more\]](#)

Carbonfund.org & Inn By The Sea Team up for "Green" Travel



Carbonfund.org and The Inn By The Sea have joined forces to launch a new carbon offset program designed specifically for the hospitality industry which allows hotel guests a simple solution to 'green' meetings and vacations. The all new Carbonfree Meetings™ and Carbonfree Vacations™ programs make it easy for guests to neutralize their travel generated carbon emissions. [\[more\]](#)

Australia Plans to Ban the Incandescent Light Bulb



Australia has announced a plan to ban the incandescent light bulb, which it hopes will cut its emissions by 4 million metric tons by 2012. The ban, which would be completed by 2010, will make Australia the first nation in the world to do away with the technology that has remained largely unchanged since its inception over 125 years ago. [\[more\]](#)

In This Issue

[Thousands Show Support for Gore](#)

[Carbonfund.org & Inn By The Sea Team up for "Green" Travel](#)

[Carbonfund.org Featured on CBS's "The Early Show"](#)

[Australia Plans to Ban the Incandescent Light Bulb](#)
[Energy Saving Tip](#)

Today's Key Fact

Arctic sea ice loss from 1979 to 2003 equaled an area greater than the combined size of TX, CA, & MD

Welcome New Partners

[A Wild Soap Bar](#)
[Powerpetal.com](#)
[Stoney Creek Wine Press](#)



Eco Home Makeover Once-in-a-Lifetime Package (April 9, 2008 after 11pm est) <http://www.samsclub.com/samsclub> #sp-11006

Sam's Club Eco Home Makeover

Make a change. Make a difference.

The Once-in-a-Lifetime Eco Home Makeover Package from Sam's Club is a rare opportunity to take sustainability to a new, personal level. Your home will be transformed into an eco-friendly, high-efficiency household, complete with Sharp solar panels, Kestrel wind turbine and your choice of stylish Energy Star qualified GE appliances for your kitchen & laundry. This unprecedented package represents a bold step to a better future. With a complete setup generating enough renewable energy to power a 3,000 - 4,000 sq. ft. home, you will no longer be just an advocate of sustainability -- you will be living it.

During your home's conversion, you and your family will spend time at the eco-luxury Inn by the Sea on Crescent Beach in Cape Elizabeth, Maine, selected one of Trip Advisor's® Top Ten Green Hotels worldwide in 2007 (airfare included). Completely renovated in the winter of 2008 the 57 comfortably appointed rooms and suites, new spa and fireside lounge, and five acres of indigenous seaside gardens create an atmosphere of true eco-luxury that is distinctly Maine. Certified a Maine DEP Green Lodging. www.innbythesea.com

Your home will also be upgraded with your choice of new GE appliances and lighting. GE is committed to creating stylish and innovative household appliances and lighting products that help reduce energy spending and help protect the environment. Choose from a wide selection of dishwashers, washers, refrigerators, ranges and lighting products to meet all your needs for efficiency and savings.

Specifications

One package available for one location.

This Once-in-a-Lifetime Package Includes: Installation of a hybrid power production system by the eco contractor GC Solar, consisting of a Sharp solar panel array and a Kestrel wind turbine (included Internet monitoring)

Installation of energy saving Energy Star qualified GE appliances for your kitchen and laundry

1 year supply of sustainable laundry products

Installation of GE Smart Energy Star qualified lighting throughout your house to replace older, inefficient lighting

6 days/5 nights on a eco-friendly vacation at Inn by the Sea in Cape Elizabeth, Maine while your home undergoes makeover

Eco Home Makeover

Take sustainability to a new, personal level with the Eco Home Makeover. Spend a relaxing week at a LEED certified resort, while your home is converted to an eco-friendly, high-efficiency household. Your family will be taken on an eco-learning adventure highlighting key opportunities to create a better world. Meanwhile, your home transformation will be fitted for an upcoming cable special. This Once-in-a-Lifetime package includes:

- Installation of a hybrid power production system by the eco contractor GC Solar consisting of a Sharp solar panel array and a Kestrel wind turbine. Includes internet monitoring.
- Energy-saving ENERGY STAR® qualified GE® appliances for your kitchen and laundry.
- GE Energy Smart ENERGY STAR® qualified lighting throughout your house to replace older, inefficient lighting.
- 6 days/5 nights on an eco-friendly vacation at Inn by the Sea in Cape Elizabeth. More while your home is undergoing the Eco Makeover. In 2007, Inn by the Sea, a LEED certified resort, was voted "Top Advisor's® Top Eco Hotel" in the world and has also been rated as one of the top 10 green hotels in America by Forbes. Includes airfare.
- A environmental adventure hosted by Big Sky Sustainability to experience firsthand our interaction with the environment.
- A housewarming party upon completion of the makeover to be attended by your friends and family.
- The PBS series Building Green (buildinggreen.pbs.org) will cover the project to document the conversion and benefits to our planet.

New GE® ENERGY STAR® qualified front-load laundry products and a one-year supply of sustainable laundry products.

GE imagination at work **GC SOLAR** **Building Green** **SHARP** **KESI**

Restrictions: 1. There is only one Once-in-a-Lifetime package. 2. The package must be a Sam's Club Member. 3. Purchaser must be a secondary owner of www.samsclub.com and a non-refundable. 4. Purchaser is responsible for all applicable taxes, insurance and fees associated with the package. 5. Purchaser is responsible for any additional travel and transportation expenses or costs of staying at Inn by the Sea. 6. Minimum home must be located in the contiguous U.S. and must be reasonably accessible to service equipment and any other tools and services necessary to complete the renovation package. 7. Other restrictions may apply. See Terms and Conditions at www.samsclub.com.

\$44,000
One package available for one location.

People, Planet, Profit

Engage the guest in the environmental message, have fun, add value....get media attention, generate social media buzz

- Planting for Wildlife
- Bug's Life (photo)
- Carbon Neutral
- Carbonfreemeetings™
- Biofuel- Pumpkin Carvings
- SPA Leed Cert
- Scarecrow making
Green meetings, corp groups
- Monarch Butterfly
Sheet & Towel programs
Adopt a regional icon!
- Giving Getaways

*Any property, urban or rural
Can do this!*





Pumpkin Carvings Monarch Education



Find something that is unique to your location, & works for your property is good for the planet- engage people, profit follows.

- First to heat Biofuel
- First, Carbon Neutral
- First Dual Flush Toilets
- Wildlife Habitat- indigenous landscape
- ME DEP Certified Green Lodging
- Green recycled paper key cards
- Aerators on all faucets
- Low flow urinals
- Bike racks for employees
- Seminars on environmental gardens
- Garden on site- Plant a Row- Food donated to local pantries



SUNDAY, JUNE 10, 2007

MAINE

An Inn Where Guests Can Indulge, Responsibly

The inn by the sea offers room service, lazing around, packages DVD's and in its restaurant, does dry martinis. This working property, a collection of weathered lawns and gray buildings set on a peninsula north of the Maine coast just south of Portland, is keen to keep up the delicate standards that have earned it a AAA four-diamond rating.

At the same time, managers say, they are trying that the hotel—and its patrons—do their part to keep carbon dioxide emissions under control. Lawns in the green areas and public spaces have been tilted in energy-efficient light bulb. In October, the hotel began using a mix of regular oil and 85 percent vegetable oil instead of pure oil for heating. Air conditioning units should run at 68 degrees, even in the height of summer. Guests are encouraged to open their windows and air freely instead of running air conditioners constantly.

In February, the inn began a carbon reduction arrangement with Carbonfund.org. Silver Spring organization whose mission is to counter the negative effects of climate change. (See story Page 11.) On the past, guests voluntarily pay a fee to offset the carbon impact of their travel to the inn's environment. The inn sends the funds to Carbonfund.org, which then restores forest habitats in Latin America and India, among other environmental projects.

"We want our guests to indulge in the luxury travel life," said Bruce Kew, an executive. "But we also want them to



Chris sick picks leafy and vegetables at the Inn by the Sea, which strives to use local produce.

know that the more responsibly we use energy, the longer we'll all enjoy the one nature has given us."

When I checked out of the inn after a two-day visit last month, the front-desk clerk asked whether I wanted to contribute \$20 to \$7 to the Carbonfund.org initiative, claiming a sum that explained the dangers caused by climate change and the steps that could be taken to combat it.

Beneath the blue gothic roof, tucked in the inn's environmental nook is a hollow, six-year-old, when he started replacing the azaleas and other woody flowers in the inn's landscape, planting with indigenous species—like wild onions of tulips and other na-

tive shrubbery. (Birches were planted with organic soap, and soap bags were provided for guests to carry home and burn. Plastic bags were offered to guests required supplies and other toxic waste in an appropriate facility.

The changes, manager Sam Matheron said, were designed to align the inn more closely with the ecosystem that surrounds it. Behind the property just beyond the gardens and swimming pool, is a stretch of Casco Bay State Park, wildlife—white-tailed deer, moose and wild turkey—more freely in those parts. A game birding area, it attracts Baltimore orioles, red-bellied blackbirds and black-capped chickadees, among

other species.

The inn takes its heart its mission to encourage better environmental management in the community. In one program, visitors take ticks about the positive role insects can play. Daily, she observes ticks off her garden. "The nice way of showing people that a few pests won't hurt, and that letting creatures pop up in your yard isn't a bad thing," he said.

Last winter, the inn received a "green lodging certification" from Maine's Department of Environmental Protection. The assessment, state environmental official Peter Gadsby explained, is based on the inn's adherence to a number of environmental principles, including the introduction of programs that enhance energy efficiency, reduce greenhouse gas emissions through environmental standards. During the spring, Impact review each a travel review site. Listed the inn as one of the 10 top eco-friendly hotels worldwide, based on reviews submitted by travelers.

Matheron acknowledges that the inn could do more to reduce its burning of carbon. A plan is underway to make the room in the Pavilion Room, the in-house restaurant, more ecologically friendly by using more local produce, she said. In a planned renovation of the guest rooms, she added, the inn hopes to install carpeting low in volatile organic compounds — chemicals emitted in the atmosphere — and possibly move furnishings using natural materials in the guest rooms.

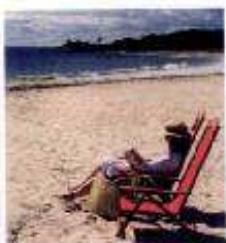
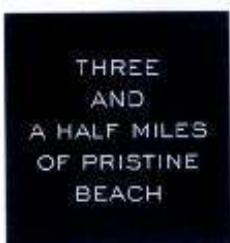
Because guests are encouraged to recycle their garbage, take home used soap, and range on the balcony, watching monarch butterflies alight on the ecologically conscious inn.

With its fabulously scenic coastline, greenishly sprinkled with sand beaches to the south and rocky islets to the north, Maine is a must for travelers who enjoy being on or near the water, offering the allure of relatively undisturbed destination, one of Maine's most beautiful beaches, Damariscotta, often at ebb of quiet tranquility, yet it's only ten minutes from the bustling activities of Portland's Elbowt Old Port.

Set in this location of unspoiled beauty the luxuriously refurbished inn by the sea offers guests an experience that is pure Maine from the beach to the coastal setting to the fully redesigned interior. Completely renovated this past winter, the 57 comfortably appointed rooms and suites, new full service spa and five acres of indigenous seaside gardens create an atmosphere of true eco-friendly luxury that is also distinctly Maine.

Inn by the Sea: Eco-Friendly Luxury on the Coast of Maine

By Michael Freeman



THREE
AND
A HALF MILES
OF PRISTINE
BEACH

Luxury comes naturally is the tag line at the inn, and aptly describes their unique approach to hospitality. An eco-going friendly approach to exceptional service is paired with a deep appreciation for all things local. Committed to both an outstanding guest experience and environmental preservation, the inn blends luxury with sustainability, minimizing the impact of hotel operations with eco-friendly initiatives.

After a multi-million-dollar makeover this winter, the Inn reopened in June with redesigned rooms that surround guests with warmth and comfort in a palette of deep red, cognac and charcoal, with maple furnishings and locally commissioned artwork. Any ocean-view suites feature separate bedrooms and living rooms, deluxe bathrooms with oversized showers or tubs, plus, bathtubs, flat screen plasma TVs and luxurious bedding.



True to the Inn's eco-sensitive philosophy, delectable meals are made local fare with Chef Mitchell Kaldorowicz's creations for Sea Glass Restaurant. Specialties fresh from fishing boats and nearby farms and seasonal game make dining at the Inn truly Maine culinary experience. The chef's signature lobster bisque and Maine seafood chowders are staples on a menu that changes regularly to incorporate locally raised game birds, chicken and pork and the freshest available fresh produce.

The intimate dining room has panoramic sea views with lobster boats bobbing the distance and seats 48. Guests may prefer to eat al-fresco on the deck or in the firepit bar, while a small dining room for 14 (located near the well stocked wine cellar) is available for private parties.

Activities at the Inn include a new full-service spa with rejuvenating massage and therapies that reflect the seasons. Yoga, bodies and traditional laser games are offered next to the heated pool. Inn, boating or Amtrak guided canoe trips through the nesting sanctuary of L.L. Bean kayak trips on Casco Bay can be arranged the concierge.

Portland, named the "jewel by the sea" by native son Henry Wadsworth Longfellow, and just ten minutes from the Inn, is a small, sophisticated city with a thriving arts scene, excellent dining, theater, dance, galleries and unique boutique shopping. The Old Port historic cobblestone streets located next to Portland Harbor make visiting this beautiful city on Canoe Bay well worth the short drive from the Inn.

Selected as one of the Top Ten Green Hotels worldwide by TripAdvisor, the Inn is not sacrifice green comfort, service or design in its commitment to the



With outdoor decks and spectacular Atlantic views, two-level furnished second floor bathrooms converted to spa suites to accommodate and massage offering the ultimate in guest privacy.

With fully equipped kitchens, separate living room and dining areas, two-bedroom suites at the Inn allow guests to experience their own privacy. So perfect for reunions, even family pets enjoy the cozy comfort of the Inn.

Sunrise itself has long been an integral part of the guest experience, and reinforces the Inn's commitment to the natural beauty of its case rooms have decks with views of the ocean and the sunrises and sunsets, certified as a wildlife habitat. Adjacent to a bird-watching blind with the natural setting and are designed with local plants and habitat for wildlife, access still through the sanctuary on a path to reach Crescent Beach, and are welcome to join ongoing in-hotel "Birds to Plant for Wildlife".

interest. The spa has recycled slate rock walls and bamboo towels, the cardio has recycled rubber flooring and solar panels heat the saltinated pool while 47 visits the bar. Their sheet and towel program serves to protect the endangered

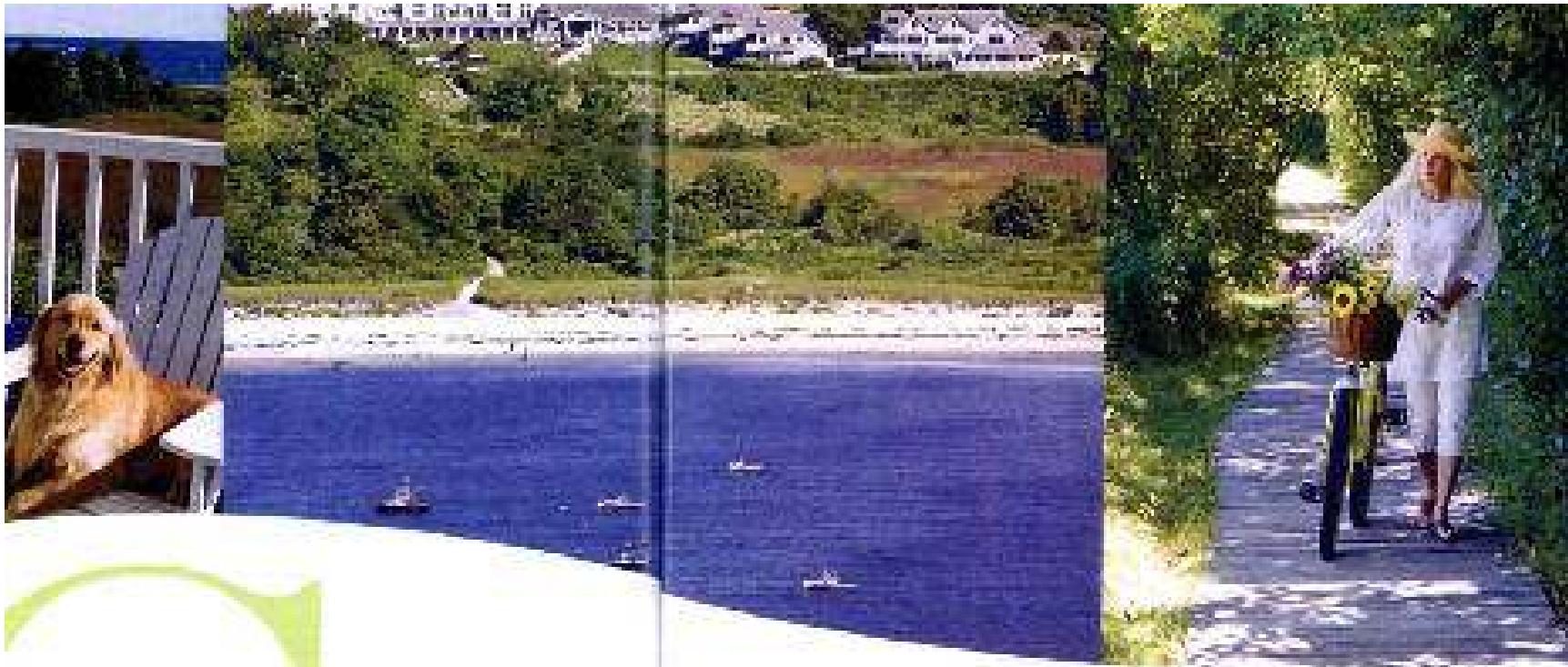
such bulletin and they categorise the earth's resources with reforestation, energy water conservation. Recycling bins are each in room, cleaned with non-toxic soaps, and organic amenities are displayed on recycled glass in recycled bottles.

ome visit Maine's premier eco-friendly luxury beach destination.



Rates at Inn by the Sea vary with the season and range from \$359 to \$599, 1,000 sq. ft., two bedrooms suite (per unit per night). Guests are personally greeted and given a tour of their suite and property while valets park their cars, deliver luggage to the rooms. For more information, please call (800) 668-1287, fax (800) 668-1288, or e-mail info@hathawayseas.com.

- Resort Activities Inn by the Sea**
Crescent Beach offers guests 3 miles of unspoiled coastline.
 You are welcome to fish by the Sea, with special meals baked by the chef, question get
 away and day packages, including car rentals, excursions and available for double dives.
 A private boardwalk through a sensitive dune to beautiful Crescent Beach,
 has its own Sea safety.
 Spa bath at Inn by the Sea features a very limited spa for soaking, two areas, large
 pretensioned shower and separate, private dual, Jack toilet. The spa suites are two levels, with
 a special herbaceous room on the upper level, long enough for an umbrella to be in your
 private massage and therapies for the ultimate in guest privacy.
 Executive Chef Greg Alford, Culinary legend an international, patio to local fresh fish from
 the ocean and nearby farms, creating a delectable coastal, culture experience.



green by the Sea

On the shores of Maine, an eco-friendly inn offers tranquility for you and your pup By Lori Ganz

Men's Journal

THE SPORTS ISSUE

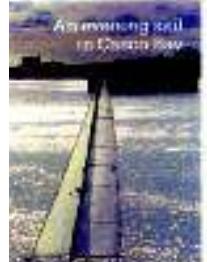
Inside the Quarterback



From Boston to Cape Elizabeth, ME

After a \$200,000 RENOVATION rendered the 22-year-old by the Sea's exterior pristine. Perched on a promontory, the mile-long scallop of white sand at the southern end of Casco Bay, the five-acre island is a veritable wildlife refuge. (Keystone oak, incense cedar, the forest is heated with wood, the swimming pool is copper-heated, and its recycling program is aggressive.) I drove up from Boston in a little just 100 miles on I-95, ditched the SUV for a canoe, car, or hiking boots. From afar you can see clear-cut areas, and every nook is just overgrown ivy. It is given, one from fireplace rooms,

spa suites with oversize bathrooms, and gardens everywhere looking the ocean. At the nearby Scarborough Marsh Audubon Center you can take a self-guided nature trip through marsh comprised of wavy salt hay and tall cordgrass—an oasis. Marine country resort (888) 367-1000; www.sethas.com; \$750; the more adventurous can charter an afternoon evening, or overnight sail on a wooden schooner with Borland Schooner Company (508-822-8262; www.borlandschooner.com). There are seven golf courses within 15



minutes of the inn. But paradox, with challenging dune grass and tight fairways, is the crown jewel. It's a private club, but lucky for you,主人的Seabirds owner and part owner arranged a tee time that puts you at the 18th hole as the sun is setting (888-966-3631). Back of the inn, the Sea Glass restaurant serves a deliciously innovative take on local ingredients. Maine scallops and

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- Recycling- recycling bins in all rooms, function spaces
- Recycling shed
- Low VOC paint, wall coverings and flooring
- Air to air heat exchangers
- CFLS, LED, timers for lighting
- Amenities- natural, recycled bottles, displayed on recycled glass trays



Use Your Unique Sense of Place



- *Sea Glass Restaurant*
- Cooking oil recycled into cars
- Food waste to pig farms
- use of local produce fresh from local farms and the sea
- Small garden on site
- List farms, artisan producers



Celebrating all things Maine- great food with a great story



FOOD FOR *Thought*

A culinary column
of current perspectives
and reviews



BY ELIZABETH MELVIN | STAFF WRITER | STYLING AND PHOTOGRAPH BY JEFFREY L. COOPERSON | STYLING AND PROPS BY KATHLEEN MCNAUL | HAIR AND MAKEUP BY HEATHER HARRIS | GARDEN STYLING AND DESIGN BY ROBERTA RICHARDSON | GARDEN PHOTOS BY ROBERTA RICHARDSON

CHEF MICHAEL KALBRECHT, 32, has been cooking from Argentina to the states of Maine to the island of Maui with Michael Kalbrecht. The trip is like a, betweenning, both literally and symbolically, to a point where you're on the cutting edge of today's culinary trends — using fresh, organic, locally sourced ingredients in "farm-to-table" menu restaurants.

Born in the US but raised in Argentina, he was exposed at the time of his birth, he discovered, an early love of food and cooking, and by the age of 13 was helping his grandmother prepare family meals.

"I grew up with European-style cooking," says Chef Michael, "but I love this country and feel like I had to live here."

Argentina's strong meat-and-potatoes culture, he adds, was also an early influence, says Kalbrecht who also had three years of culinary experience in the "classic French classic."

Now he's taking his knowledge gathered in a number of four-star restaurants in the

northeast and Patagonia plus his herd, restaurants in Florida to California, most recently Pinewood Beach, Malibu, in Los Angeles; and applying it to the challenge of creating a new local menu, new restaurant, *Salt Water*, at the Inn by the Sea.

Forging friendships with farmers is the key to sustainable menus

"We're trying to connect people, food and social issues, eating locally and fresh from the ocean. To eat their share, so to let the food speak for itself. I don't want to compete with nature."

The food in his own refrigerator may speak for itself: wild-caught fish, organic vegetables, greens, heirloom tomatoes, organic milk, dark chocolate, or berries, primarily featuring shore catch species.

Describing himself as

CHEF MICHAEL KALBRECHT

Continued on p.

INN
BY THE SEA

1000 DUNN'S ROAD, MAINE

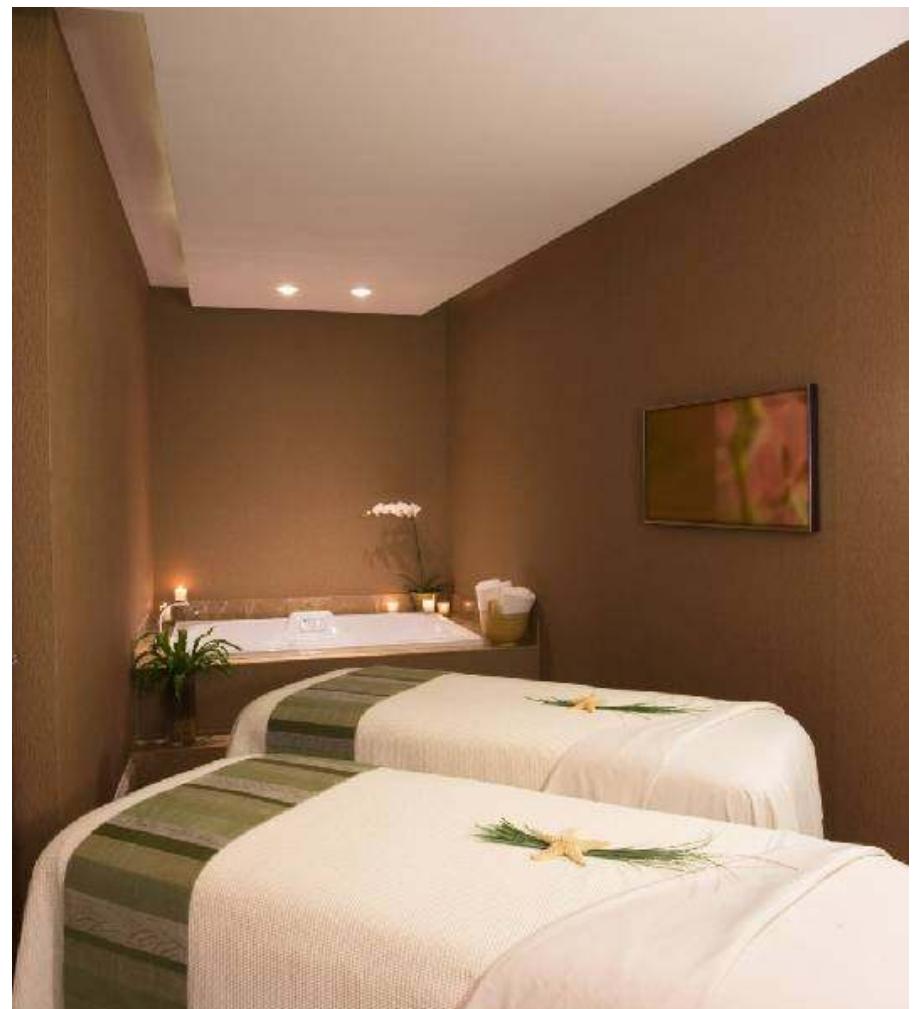
Laura Miller Schreiber

An American chef raised in Argentina finds his culinary roots on Maine's coast



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- Recycled rubber floors
 - Recycled cork floors
 - Recycled sheet rock & studs
 - Low VOC carpeting, paint sealants, wall coverings
 - Bulk water w. fruit, glass ware
 - Bamboo towels
 - Over 75% of construction waste recycled
 - Solar panels, dual flush toilets
 - Air to Air heat exchangers
 - Green cleaning products
-
- **Spa reflects sense of place- natural, marine based product with undulating bed, surf surround sound- Sea Waves Massage**



WESTCHESTER

25 Great Getaways

Excellent Eco-Friendly Weekends

Fair escapes that don't harm
an arm or cost an arm and a leg



ever (Son) on
ever (a Difficult Dad)

Bathrooms have dual-flush toilets and compostable bags imploring guests to take home used soap. Cleaning products sport the "green seal," 75 percent of construction waste was recycled, elliptical machines in the spa are "man-powered," and key cards are made of biodegradable cardboard.



WESTCHESTER
JUNE 2009
ISSUE NUMBER 2
www.westchestermag.com

By Steve Crescent Beach is hot outside the door. Not just "Grownups" packages include sailing and canning with dozen guidas, catch-your-own lobster (which you can cook here cooked for you), and the narrated human propelled iron. Towsers, locally owned Sea Glass Restaurant sees you to dine well while sitting out at the ocean. **Accommodations:** Room and a bedroom cottage suites go from \$189 to \$750.

THE DEEP GREEN SEA
INN BY THE SEA
Cape Elizabeth, ME
innythsea.com
5 hours from White Plains

Grand but not grandiose, by the sea keeps both v-notch luxury and eco-friendship saturated. To top it off, it's "dog-pet friendly." Sitting the fireplace in the bar, you'll hear the clink-clink sound of greyhound, lab, or retriever biscuits polished marble; guests and their charges chowing in. Both units in the two-story abomination, decked up in Arctic marble, are large enough to accommodate a family of four and two dogs at the same time, with glass doors nearly as big. Twin-story doors overlook the sunroom with Crown in all its glory. Each room is embellished with red, cognac, and teal decor, plasma screen, kitchen downstairs and Murphy bed and bath upstairs. **It Moves It Green:** One of USA's Top Ten Green Hotels evaluated in 2008 for eco-sustainability, the Inn also runs its heat the hotel, pencils to heat the pool, and



The Boston Globe

By Hilary Nangle

Globe Correspondent / February 28, 2010

Using every sense to embellish the basics

Spa veterans are familiar with the basics and their varieties: Swedish classic long-stroke relaxation treatment; sports massage geared to a specific activity like skiing or tennis; deep tissue, for those who prefer firm pressure. In my travels, I've come across variations on the standard and some unique treatments.

Then there are waves without water. That's what the Sea Waves Massage at the oceanfront **Inn by the Sea** in Cape Elizabeth, Maine, delivers. The massage takes place in a room with surround sound on a massage table that vibrates gently, mimicking the rhythm of waves. The therapist uses a personalized aromatherapy oil and coordinates long, relaxing strokes to the sound of waves rolling in. 207-799-3134,

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Green Hotels: Maine's Inn by the Sea

Posted: Jun. 11th, 2010 | By Kellie K. Speed



Luxury Hotels: If you haven't been to the amazing Inn by the Sea in Cape Elizabeth, Maine yet, you are in for a real treat. Surrounded by the beauty of Maine's pristine coast, located on an unspoiled sandy beach, and adjacent to a wildlife sanctuary, Inn by the Sea has long been dedicated to protecting and preserving its natural environment.



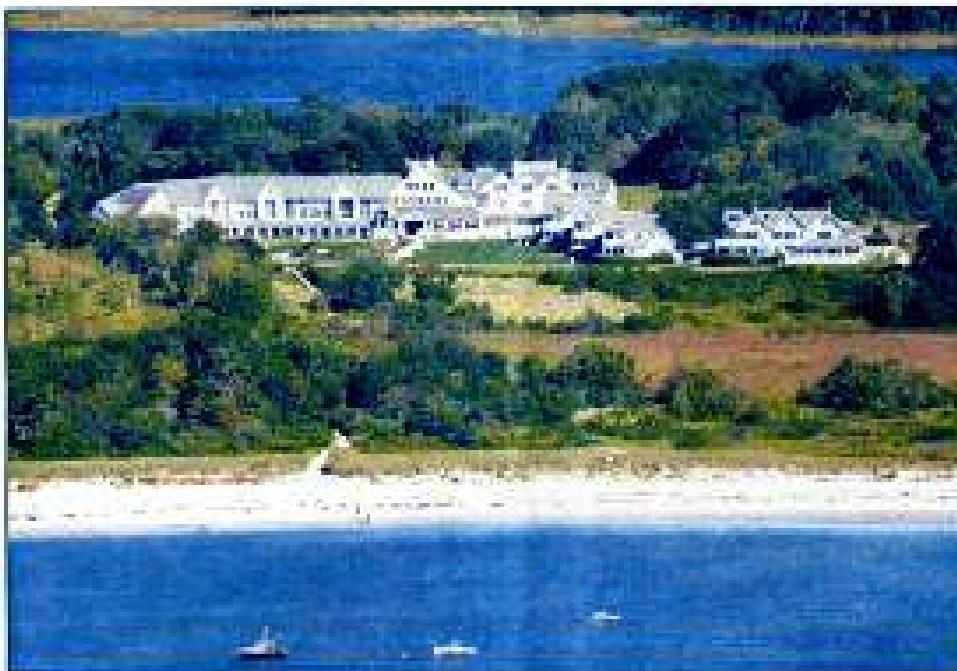


Top Ten Eco-Resorts in North America, Caribbean, and Central America

Inn by the Sea, Crescent Beach, Maine

By [Stephen Jermannik](#)

[Costa Rica](#) | [U.S. Virgin Islands](#) | [California](#) | [Maine](#) |
[Jamaica](#) | [Belize](#) | [Montana](#) | [Mexico](#) | [British Columbia](#) |
[Panama](#)



The Inn by the Sea perched over Crescent Beach (courtesy, [Inn by the Sea](#))

[Inn by the Sea, Crescent Beach, Maine](#)

With its prime location overlooking Crescent Beach in Cape Elizabeth, Maine, near the photogenic Portland Head Light, the Inn by the Sea could have easily stayed as status quo and guests would still return year after year. Instead, they poured millions of dollars into renovations in 2008, updating the rooms and building a cozy bar, a glass-enclosed fireplace with massive ocean views and a full-service spa—all with the oceanfront views you would expect from the inn.



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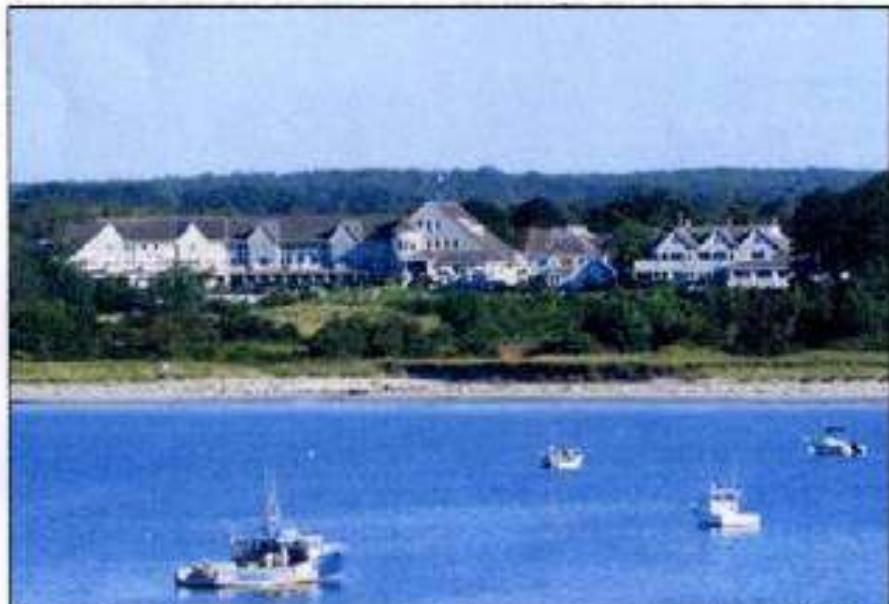
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U.S. & CANADA

10 of America's greenest hotels

These eco-friendly inns will take good care of you, and Mother Earth



Inn By The Sea

At the Inn by the Sea in Cape Elizabeth, Maine, exotic plants were replaced with indigenous varieties that require less water and chemical treating, as well as providing shelter to local wildlife. They've replaced all incandescent light bulbs with better fluorescent lights. And a part of the proceeds for their bathroom supplies goes to the Rainforest Network.

By Hilary Nangle
Globe Correspondent | September 27, 2009

Going green is their Maine thing, though the guests might not notice

Green is the latest buzzword and accommodations nationwide are rushing to cash in. That has resulted in "green washing," or creating the illusion of environmental virtue without the substance. Check into one of these Maine properties to sample the real thing.

Inn by the Sea, Cape Elizabeth "We started down a green path eight years ago by ripping out all the exotic plants and replacing them with indigenous ones that require less water and chemicals," says spokesperson Rauni Kew. "The next thing we did was change out 850 incandescent light bulbs for compact fluorescents, LED, and solar lights, and then we were on our way."

The beachfront inn, which says it is the first in Maine to heat with biofuel and the first in New England to have dual-flush toilets, also has solar panels, and when it added a spa last year during a multimillion-dollar renovation, the green initiatives continued. During treatments, "guests are wrapped in bamboo towels, and we use natural products," Kew says.

Five acres are dedicated to a wildlife habitat, including a certified butterfly way station. "We created fun and whimsical programs for kids and adults, such as how to plant for wildlife for adults, and bug's-life summer programs for kids, in which they dress like bugs and learn about ecosystems from a bug's viewpoint." 800-688-4287; www.innbythesea.com; 5189-5819

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so this measure will avoid over 231 million pounds of carbon dioxide pollution every year, which is equivalent to taking 18,000 cars off the road or planting over 27,000 acres of trees.

Vail Resorts is also finishing up a winter fundraising effort that asked guests at its resorts to donate to the National Forest Foundation. This fundraiser is expected to raise over \$600,000 to fund conservation projects on 2.3 million forest acres. The lodge itself also offers choices like organic beer and wine.

Take your kids on a trip to the Snake River Lodge & Spa during the summer and let them enjoy the Kids Ranch Summer Day Camp, horseback riding, a trip down the Alpine Slide, miniature golf, or watching classic movies played outside the base of the resort at night. Or take em during the winter months and enjoy the beauty of Wyoming's wild winter with skiing, dog sleds, sledding, snowshoeing, snowmobiling and wildlife tours. And when it's ready for some me time, hire a babysitter through the lodge and visit its 17,000-square-foot Avanya Spa, where you can spoil yourself with a massage and a relaxation session in the sauna.

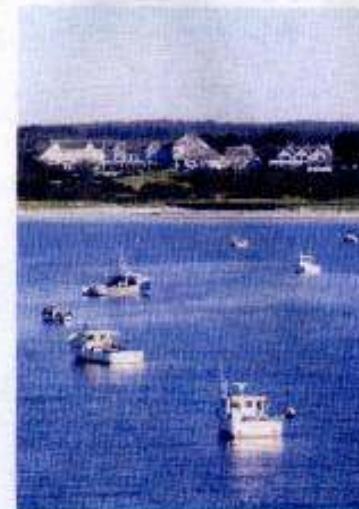
IN BY THE SEA

Roscoff Beach, Maine

inByTheSea.com 207.799.3134

One of the first hotels in Maine to receive a Green Lodging Certification from Maine's Department of Environmental Protection, Inn by the Sea is serious about going green. Kew Kew, the inn's marketing director, says the inn has adopted the motto "green, protect & inspire" as part of its overall business plan. To help achieve this, they heat the inn using solar. The inn also offsets the carbon dioxide it's associated with operating the resort by teaming with Carbonfund.org, which helps reduce carbon emissions by planting trees with citizens. Trees absorb carbon dioxide; planting them will eventually neutralize emissions Inn guests produce driving or flying to meetings, or going on vacation.

The Inn by the Sea has also been undergoing



green accessories

Need some green gear to take on your travels? Consider these products.

• ORGANIC HEMP DUFFEL BAG: This bag is sturdy to last through your travels, and the vegan organic hemp is made from means that are friendlier to the environment than many travel products. Find the bag for \$85 at DownBound.com.

• THE ETHICAL TRAVEL GUIDE: YOUR PASSPORT TO EXCITING ALTERNATIVE HOLIDAYS BY POLLY PATTULLO

This book has travel tips for destinations in more than 60 different countries, including how to make your travel easier on the environment and what you can do to make sure your trip benefits the local. Find it at major bookstores for about \$20.

• KISS MY FACE TRAVEL ACTION PACK: Started by two vegetarians, the Kiss My Face company has been making natural, organic products for more than 20 years. This kit contains bath necessities (shampoo and conditioner, deodorant, etc.) that are ready to travel in a clear bag (so you can carry it on if traveling by plane). Find it for \$15 at GoingInStyle.com.

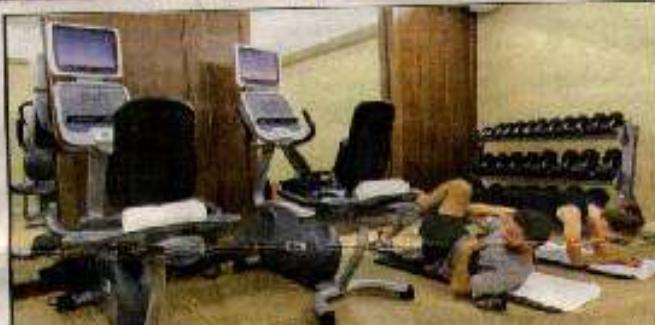
kidsLAmagazine.com

BUSINESS SUNDAY

Maine Sunday Telegram



For Maine's hospitality business, 'green'



Head gardener Derrin of Inn by the Sea works in the Cape Elizabeth gardens, which feature plants indigenous to

At left, Tom and Nan Madaloni, visiting from New Jersey, make use of hotel's spa, which features recycled rubber floor, Sheetrock and walls, the walls, and even fiber towels.

Photos by John Ewing / Staff

LEISURE

20 Perfect Summer Getaways



Boston: SPLURGE

Where to Go: Cape Elizabeth, Maine

Distance from Boston: 115 miles north

Where to Stay: Reopened in June 2008 after a multimillion-dollar renovation, the pioneering green hotel [Inn by the Sea](#), on Crescent Beach, has a new light-filled dining room, lobby lounge with fireplace, expanded wraparound deck, and classic white Adirondack chairs from L. L. Bean scattered around its five-acre property. All 57 of its stylish and comfortable rooms and suites were redesigned to include bright punches of color, contemporary Maine art, and bold fabrics, and its state-of-the-art organic spa features regionally inspired treatments like hot Casco Bay stone massage.

Room to Book: The duplex Spa Suite has a kitchen, palatial bath with walk-in shower and soaking tub, double-height windows, and a small balcony overlooking the outdoor pool, indigenous gardens, and Atlantic Ocean.

Price: Doubles from \$290.

OTTAWA CITIZEN

Ottawa Citizen, a division of CanWest MediaWorks Publications Inc.

Environmental initiatives at Maine's Inn by the Sea began with the gardener

BY GARY LEE

The Inn by the Sea offers more service, luxury room packages, WiFi and, in its restaurant, diverse offerings. This inviting property, a collection of weathered, low-rise grey buildings set on a pristine stretch of the Maine coast just south of Portland, is keen to keep up the decor and service that have earned it a AAA four-diamond rating.

At the same time, the property does not eager than the hotel's staff personnel — do what they can to keep carbon dioxide emissions at a minimum. In spite of a good record, and the owners have been listed with energy efficiency initiatives, in October, the hotel began using a solar energy system to supplement its existing power for heating. An independent study conducted by the local utility company found the system to operate 90 percent more efficiently than the old one.

In February, the inn began a new co-operative arrangement with Culinary Solutions, a food and beverage company whose mission is to increase the responsibility of food companies. Under the plan, guests voluntarily pay a fee to contribute to the purchase of local products. The money is used to hire workers, which then supports farmers in Mexico, California and India, among other countries worldwide.

"We must take greater responsibility in the things they buy," said Karen Stoen, marketing director. "But we also want them to know that the same responsibility we're carrying, the longer we'll allow the purchased items to stay in existence."

When I checked out of the Inn for a re-



The hotel gardener worked hard to bring plants back to life after a year of neglect, but is trying to live up to the expectation that it demands.

turn, I asked about the blanket shrub growing in the garden in the garden for years.

Indoor environmental improvements quickly followed. The restaurant began composting, using the results to fertilize the gardens. Culinary Solutions equipped the gardens. Guests were encouraged with recycling bins. Bathrooms were stocked with organic soaps and paper bags were provided for guests to carry home used napkins. Plastic bags were banned, except for those used to wrap food products appropriately.

The change, manager Sam Matheron said, was designed to align the Inn more closely with the covenant that surrounded

the inn, which has resulted in green building certification from the Department of Natural Resources. The inn's Greenstar rating is environmental, which means the Greenstar rating is based on the hotel's adherence to a number of environmental principles, including the implementation of programs that reduce energy use, reduce waste and encourage environmental standards. Another ratings system is LEED, a tool for use site, based on the location of the property, friendly to the environment, impact on the environment and the environment.

Matheron, who oversees the inn's environmental efforts to reduce its impact on the



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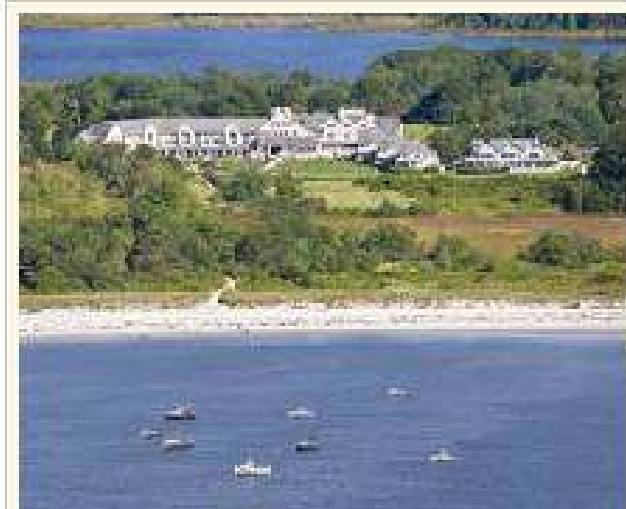
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Eco-Luxury Inn by the Sea in Maine Reducing Rates for Charity

Apr 03, 2010 9:40 - By: Jodi Grundig



An Aerial View of the Inn by the Sea

The eco-luxury Inn by the Sea, a kid-friendly, and pet-friendly Four Diamond Inn in Maine, will reduce their rates on their sea-side two bedroom suites by 50%, Sunday through Thursday, May 2nd through May 27th, in support of Habitat for Humanity. The program, called "Hospitality for Humanity 2010" is sponsored by the Maine Innkeepers Association (MIA), and will raise funds for Habitat for Humanity projects in Maine and in Haiti. Two-bedroom seaside cottages will be offered at half the regular rate during this time frame if the guest presents a \$50 check as a donation to Habitat for Humanity.

To book a reservation under this promotion, call the reservations center at the Inn by the Sea at 207-798-3134 or ask for the Hospitality for Habitat program. A tax deductible donation check made out to Habitat for Humanity should be given to Inn by the Sea upon check-in. (One donation check for the length of stay.)

The Inn by the Sea is located on Crescent Beach in Cape Elizabeth, near Portland. It offers 57 rooms and suites and a full-service spa. The hotel has been recognized as a green hotel by both TripAdvisor and Forbes Traveler.

Inn by the Sea



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Having documented 30+ sustainability-related projects across 10 countries in Africa and South America, Green Living Project™ is proud to premier its first multi-media event on unique sustainability projects in Maine!

Inn by the Sea



Project Overview

Bowing to effortlessly pair tourism in tandem with sustainability, Inn by the Sea, located on the pristine Crescent Beach, considers every detail of their guests' stay to be an opportunity for environmental education.

http://www.miamiherald.com/2010/09/06/1310573/green-friendly-travel-destinations.html

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Green-friendly travel destinations in the U.S.

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BY PAUL MCGRANDE

Green travel isn't only about the journey - it's about the destination, too. Here are 11 great picks, selected for sustainable practices (including use of least-toxic cleaners, energy and water savings, and recycling efforts), sense of place, community involvement and general ambience.

Pinehurst Inn, Bayfield, Wis.: This serene inn cuts down on its environmental impact without skimping on guest services. Complete with whirlpools, fireplaces, and a full organic breakfast, it also includes paneled roofs and energy-efficient appliances (pinehurstinn.com, 877-299-7651)

Inn by the Sea, Cape Elizabeth, Maine: The first hotel in Maine to be carbon-neutral through offsets offers plenty of luxuries to its green-seeking guests. Stroll down the private boardwalk to a mile of beach or stay in and indulge at the LEED-certified spa. (innbythesea.com, 800-888-4287).

Sadie's Cove Wilderness Lodge, Homer, Alaska: This eco-lodge puts up a maximum of 12 guests per week and groups of 6 or more can have the entire lodge to themselves, so it's a true escape. The lodge runs entirely on wind energy and hydropower and works hard not to interfere with the untouched wilderness on its doorstep. You might even be lucky enough to spot a whale, seal, porpoise, or one of many other sea creatures right outside! (sadieco.com, 888-283-7234)

Hyatt Regency Beach Hotel and Spa, Vero Beach, Fla.: This Green Seal-certified beachside resort not only makes great efforts to save water and energy, but also rewards guests for doing their part, including

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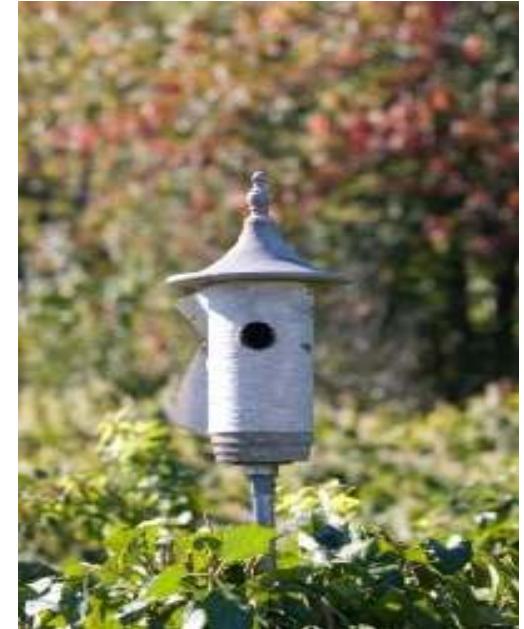


Get the goods, engage the guest!

- Inventory your regional icons, state parks, city parks, historic & cultural sites
- Contact your Agricultural Assoc. & list open farms, what they grow, their season and local farmer's markets
- Contact state conservation people- find out what they have for events & educational programs & support them- and package their offerings- (Maine's Rock Stars!)
- Get to know and work with your rangers/ wardens and support their conservation efforts, educational programs and events- funding cuts- help them to market programs
- Inventory your agricultural, heritage and craft fairs
- Use them all to package with, create menus with, and generate authentic 'value add' experiences for travelers (Audubon)
- *Give back to preserve it for future generations.*



Free stuff



- **www.thebestgreenhotels.com** or
www.environmentallyfriendlyhotels.com
- **www.itsagreengreenworld.com** (10% on bookings)
- Linda Calder **Linda@newenglandfineliving.com**
- Sylvia Myers Get a Travel Deal
getatraveldeal@gmail.com
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To Do List

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- Take ownership of your local map listing
- Re think in bound links
- Add profiles and packages to the free stuff
- Create/Post a creative Giving Getaway
- Create programs/packages around the preservation of local icons
- Tie sheet & Towel program to a preservation effort that suites your property

