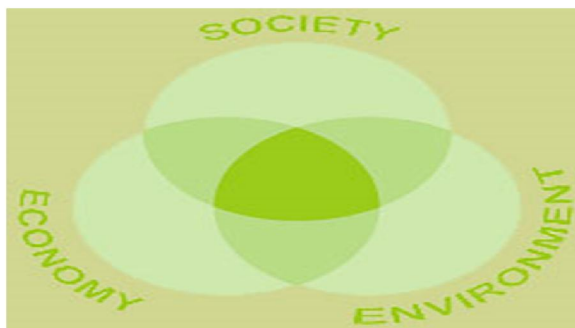




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CHIEF 2015: Go Green & Improve Profitability

Denaye Hinds

Director of Sustainability, OBM International

Technical Director, Caribbean Alliance for Sustainable Tourism

OBJECTIVES:

- What are the benefits of being environmentally certified?
- Does it go beyond goodwill?
- Will it improve business and is it worth the cost?



EARTHCHECK



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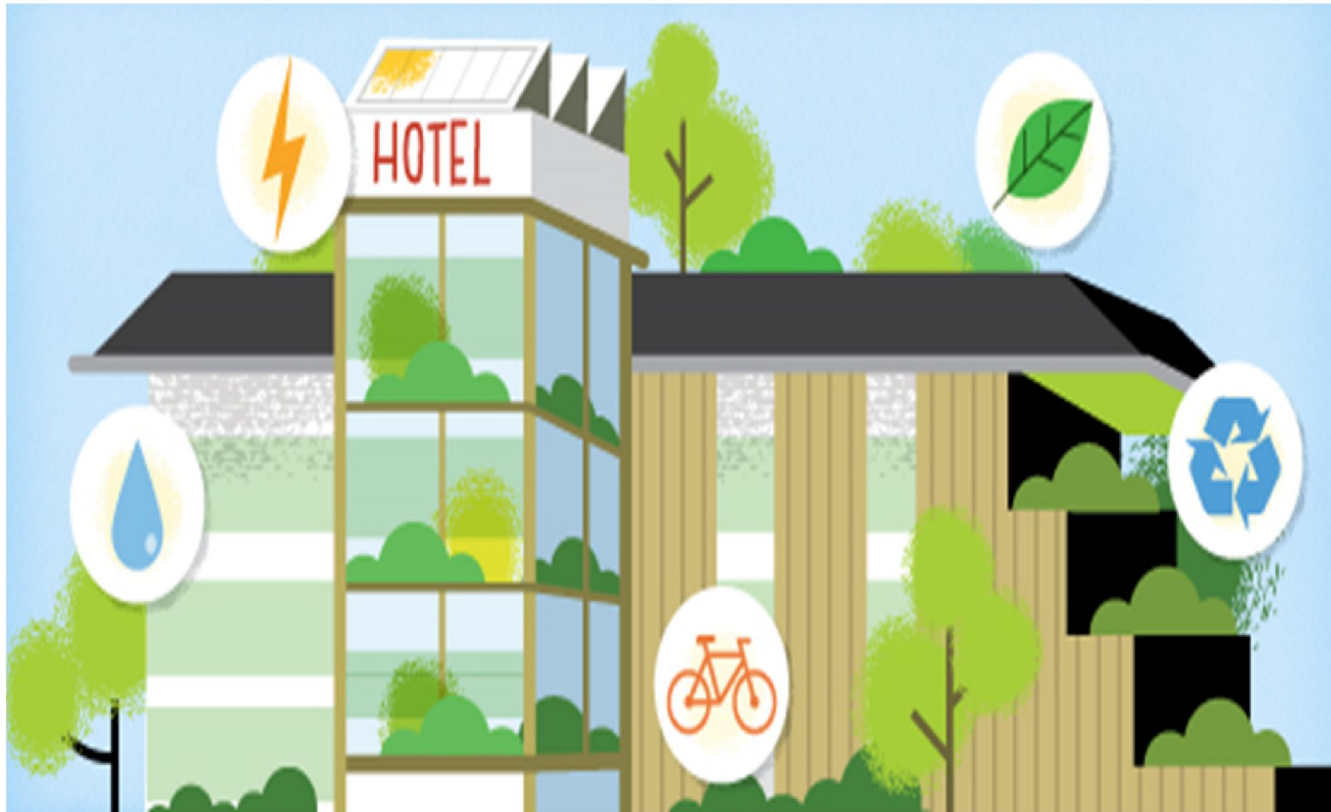
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QUESTIONS FOR CONSUMERS:

- Will green practices impact my stay?



- Do hotels with certifications cost more per night?



QUESTIONS FOR CONSUMERS:

- What am I getting besides knowledge that the hotel is environmentally friendly?
- How do I know which hotels are more sustainable than other and where do I find this information?



International Tourism Partnership presents
green
hotelier



QUESTIONS FOR HOTELIERS:

- Are more people going to be interested in my hotel if I am certified?



- What are the costs associated and when will I start benefitting from green practices?



CONTACT INFORMATION

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Thank you for your kind attention – Questions or Comments?