

Pressing the Green Button, Hotel Business Review, July -August'10

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The case of Eco-friendly Lemon

"By taking the green initiatives, we are saving on an average three watts of energy every hour, for one square foot of area in all our properties."

Aradhana Lal, Vice President, Sales and Marketing, Lemon Tree Hotels

However, though desirable, coping with the cost of energy efficient technologies and green practices is especially difficult for the budget and small hotels. What discourages a lot many hoteliers in initiating green practices is that it often takes very long in recovering the money invested in the eco-friendly technologies.

However, such common perceptions have not deterred Lemon Tree Hotels, a chain of budget hotels spread across Goa, Delhi, NCR, Pune, Ahmedabad, Aurangabad, Indore, Chennai and Bengaluru, from going forward with its green initiatives. All the hotels of the chain are designed to get maximum leverage of natural lights. For saving water consumption, the budget hotel chain has introduced rain water harvesting, apart from equipping its hotels with water harvesting faucets/auto flush sensors, and setting up of sewage treatment plans (STP).

The staff at Lemon Tree Hotels is also actively encouraged to plant trees in the available area. Maintaining optimum food stocks levels and minimum pre-food preparation is also part of the hotel chain's waste reduction policy. The properties of Lemon Tree Hotels have installed CPCB approved generators, variable drives for heavy machines, hydro-pneumatic system for water distribution, glazed and sound proof glasses for windows, and solar heating system for heating water.

As part of its green initiatives, the hotels of the chain have started recycling waste papers for internal usage. For an eco-friendly lighting system, the GLS lamps of the hotels have been replaced with CFL and LED lamps and key card operations have been introduced for controlling guest room operations. Eco-friendly measures also find their reflections in the pest control methods and in the usage of toiletries of Lemon Tree Hotels are changed on alternate days and towels are changed only on requests. Message boards providing tips on saving water adorn the walls of all the bathrooms of the Lemon Tree Hotels. For cleaning and washing purposes, only eco bio-degradable chemicals are used in the hotels of the chain.

The packaging materials are sent back to the vendors for reusing and recycling. For gardening and flushing purposes, only treated water is used in the properties of Lemon Tree Hotels. What is interesting to note is that the hotel chain is not at all repentant about introducing the green technologies in its hotels. Aradhana Lal, Vice President, Sales and Marketing, Lemon Tree Hotels said, "By taking the green initiatives, we are saving on an average three watts of energy every hour, for one square foot of area in all our properties."

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