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## **Arizona's First "Certified Green Lodging Program" Offers Clear Indicator for Travelers in Search of Sustainable Hotels**

*Program Managed by the Arizona Hotel & Lodging Association in Partnership with Arizona Department of Environmental Quality and Arizona Office of Tourism*

PHOENIX (December 2, 2010) – The Arizona Hotel & Lodging Association ([AzHLA](#)) in partnership with the Arizona Department of Environmental Quality ([ADEQ](#)) and the Arizona Office of Tourism ([AOT](#)) announce the launch of the state's first "Certified Green Lodging" program, which streamlines the requirements for Arizona hotels to designate themselves as environmental stewards.

This new program, the first of its kind in the Southwest, was conceptualized by the AzHLA and was developed due to the demand from hotel members and visitors looking for a consistent application that could measure Green hotel efforts. After conducting extensive research of other statewide green lodging programs, AzHLA selected a model that provides a workbook where hotels accumulate a certain number of points in order to become "certified".

AzHLA worked with those states to learn what worked well in their programs and took best practices from each while adding additional Arizona-centric information related to pools, golf courses, etc. In addition, AzHLA developed the unique "Sense of Place" section that no other state currently offers, which incentivizes properties to feature local and/or historical art, furnishings and tours in order to provide visitors an experience only available in Arizona.

"This new program, and our partnerships with AOT and ADEQ, makes Arizona's Green lodging efforts among the best in the country," said President and CEO of AzHLA, Debbie Johnson. "Our goal was to provide Arizona hotels with the tools and the incentive to be as Green as possible and to communicate to environmentally-conscious visitors that Arizona has a surplus of lodging options for them. I'm proud that our efforts and partnerships have allowed us to meet those goals."

"Our state is launching one of the best green hotel programs in the country," said ADEQ Director Benjamin H. Grumbles. "Arizonans and their guests should take pride in this comprehensive commitment to environmental stewardship and energy efficiency without compromising enjoyment or convenience. We all win by saving more, wasting less, and keeping the Green Hotel State healthy and beautiful."

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The Arizona Office of Tourism agreed to provide exposure for certified properties on the state's Official Visitor Website and Official Visitors Guide and The Arizona Department of Environmental Quality has spent extensive hours refining the workbook and ensuring that the criteria meets federal credibility standards.

To become "Certified" properties must achieve a minimum of 150 points in 15 different categories. This certification is valid for two years, when properties must re-apply and show an increase in Green practices while scoring a minimum of 200 points.

The Certification workbook is available for download at: [www.azhla.com/green](http://www.azhla.com/green) and that site also lists the 20 hotels currently certified. There is an annual fee to become certified, which depends on the property's number of rooms and whether the property is an AzHLA member.

Properties currently "Certified Green" include:

Arizona Grand Resort	The Phoenician
Best Western Royal Sun Inn & Suites	Pointe Tapatio Cliffs Resort
Cat Mountain Lodge	Royal Palms Resort and Spa
Enchantment Resort	Scottsdale Camelback Resort
Fairmont Scottsdale Princess	Sedona Rouge
Havasu Dunes Resort	Tempe Mission Palms Hotel & Conference Center
Hilton El Conquistador Golf & Tennis Resort	Westin Kierland Resort & Spa
Hilton Garden Inn Phoenix/Avondale	Westin La Paloma
Hotel Valley Ho	Wyndham Sedona
Loews Ventana Canyon	Westward Look Resort

The **Arizona Hotel & Lodging Association** (AzHLA) is the leading public policy advocate for the Arizona Lodging Industry. Representing more than 34,000 rooms statewide and 400+ members, including hotels, resorts, B&B's and related Industry partners, AzHLA's mission is to unify, protect, enhance and promote the interests of the Arizona Lodging Industry. For more information, visit [www.azhla.com](http://www.azhla.com).

Created as an executive agency in 1975, the **Arizona Office of Tourism** is charged with enhancing the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development. AOT works to serve the Grand Canyon State's travel industry and related businesses, the traveling public, and the taxpayers of Arizona. For more information, visit [www.azot.gov](http://www.azot.gov).

The **Arizona Department of Environmental Quality** protects the public health and environment of the state by promoting awareness of Arizona's environmental concerns and ensuring compliance with laws and rules that prevent pollution of our air, water and land. ADEQ has three divisions: air quality, water quality and waste programs. For more information, visit [www.azdeq.gov](http://www.azdeq.gov).

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