



STATE OF CONNECTICUT
EXECUTIVE CHAMBERS

M. JODI RELL
GOVERNOR

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**Governor Rell Launches “Connecticut Green Lodging”
Allows Lodge Owners to Promote Conservation Measures**
Self-Certification Program open to hotels, motels and other lodging owners

Governor M. Jodi Rell today announced that the North Stonington-based Inn at Lower Farm, the Saybrook Point Inn and Spa and Cromwell Crowne Plaza are the first hotels to be certified for a new program that allows Connecticut hotels, motels and other lodging owners to market their businesses as “green” in order to protect the environment for their customers, employees and all Connecticut residents.

Connecticut Green Lodging—Accommodating You and Our Environment is a program to encourage – and recognize – lodge owners who implement environmentally friendly practices, such as taking steps to conserve energy and water and using toxic free cleaning products.

“Connecticut is going ‘green’ in so many ways,” Governor Rell said. “We are leading the nation in so many areas of conservation, renewable energy and environmental protection. Now we are leading with ‘green lodging.’”

“We want to provide an opportunity for hotels, motels and other lodge owners to showcase what they are doing to conserve resources and protect our environment,” Governor Rell said. “At the same time, the ‘green’ measures they put in place will reduce their operating costs for this state’s lodges and attract new customers who are looking to support businesses that are doing the right thing.”

Visit www.ct.gov/dep/greenlodging to learn more about the new program.

“Connecticut has so many wonderful places to stay – from franchise hotels to local motels to quaint bed-and-breakfasts. Through **Connecticut Green Lodging**, these facilities will become even more attractive destinations as environmentally responsible businesses,” Governor Rell said.

Connecticut Green Lodging is a joint effort of the Connecticut Department of Environmental Protection (DEP) and the Connecticut Commission on Culture & Tourism.

DEP Acting Commissioner Amey Marrella said, “The DEP encourages all Connecticut lodging owners to apply for certification. It’s free, easy, and a great way to highlight all the ‘green’ initiatives you have in place. Displaying the “Green Lodging” logo will encourage visitors who care about the environment to stay at your facility for business or pleasure and know they are doing something good for the environment at the same time. It’s a win-win situation for everyone.”

Connecticut Commission on Culture & Tourism Executive Director Karen J. Senich said, “Encouraging our hotels, motels and bed & breakfasts to be green allows guests to enjoy a visit which is good for the spirit, the body and the environment. Protecting our environment is important to all of us, including the tourism industry.

How To Become Certified

To become certified, lodging facility owners complete a “Connecticut Green Lodging Self-Certification Workbook” where they check off practices they are implementing while earning points at the same time. Upon accumulating 100 points for their efforts, they become eligible for certification from the state for two years. At that time they will need to increase the point total to 130 points to be eligible for a free re-certification.

Participation is free of charge and completely voluntary. Technical assistance is available from the DEP.

Benefits of Becoming Certified

Upon certification, Connecticut lodging facility owners will receive the Connecticut Green Lodging logo to use on correspondence, website, and advertisements. There will also be a designation in the Connecticut Vacation Guide 2010 and www.CTvisit.com indicating the facility is “green-certified.” Money will be saved through improved energy efficiency, healthier indoor air quality and other practices.