



## **THE SHERATON RHODES RESORT GOES GREEN**

### **Award winning Hotel launches Green Choice program**

Rhodes, Greece, March 10<sup>th</sup>, 2011 – The Sheraton Rhodes Resort, one of the few hotels in Rhodes to have a green committee, has introduced numerous environmental initiatives designed to support the hotel's strong commitment to sustainability.

With increasing group business coming to the Sheraton Rhodes Resort, the hotel has also broadened its Green Meetings program, directed by its Green Team and featuring not only such basics as recycling and "turn off the lights" programs for group events, but also the use of all-electronic catering sales materials, the launch of clutter free meetings, and the use of local food products.

#### **ELECTRONIC TOOLS AND PAPER CONSERVATION**

The following paperless sales tools are used to cut down on paper usage:

- StarGroups - personalized event website for groups, where attendees make their own reservations online.
- Reservation Connection - automated process for uploading rooming lists directly into the hotel's booking system.
- Electronic brochures, proposals, menus and invoices.
- Newspapers are provided on a complimentary basis in the lobby, instead of being delivered to each guestroom.

#### **BANQUETING**

- Sustainable green meeting options and "Clutter Free Meetings" where pads of paper, pens and mints are set as stations in meeting rooms instead of at each setting to reduce waste.
- LCD energy efficient digital meeting signage.
- Conference rooms with natural daylight = no artificial light necessary. The hotel is designed to take full advantage of natural light, diminishing the need for interior lighting
- Local food products are offered.

#### **DURING YOUR STAY**

- Make a Green Choice (declining Housekeeping service). Guests have the option to use the housekeeping service on alternate days, in order to assist our conservation efforts.
- Sheraton has introduced a smoking-free policy in all areas
- A/C does not operate in guestrooms while balcony door is open
- Automated lighting system in all guest rooms (power only operates when key card inserted – including A/C).
- Green Transportation Options - Encouraging more environmentally friendly travel by providing useful information on the local bus routes. We are conveniently located close to several major bus Routes.





#### BEHIND THE SCENES

- The company avoids the purchase of any paint that contains heavy metals or organic substances.
- The Bliss soaps, offered in all guestrooms, are 100% biodegradable and the packaging is recyclable.
- All Sheraton plastic packaging in the Housekeeping department is manufactured from 100% recycled material.
- Respecting and implementing the Starwood ethics code.
- Supporting local associations.
- Taking part in a partnership between Starwood and Unicef, promoting the “Checkout for Children” program, giving guests the opportunity to donate 1 euro to Unicef at **check out**.

Sheraton Rhodes Resort's strong commitment to conserve natural resources and enhance the environmental quality today and for the future, has been honoured with various awards for its environmental practices: the blue Flag and the Green Key.

"We are constantly looking for ways to promote sustainability, preserve our natural resources and enhance the quality of life for our associates and visitors," stated Igor Buercher, the hotel's General Manager. "At the Sheraton Rhodes Resort we strive to minimize the impact on the environment and we do as much as we can to help preserve the island's natural beauty for future generations."

In addition to the offset options with hotel stays and meetings, The Sheraton Rhodes Resort has also announced the 'Make a Green Choice' accommodation package. Guests have the option to decline Housekeeping service and use it on alternate days, in order to assist the hotel's conservation efforts and benefit from a special discounted rate.

Extensively remodelled, The Sheraton Rhodes Resort is now more than ever the leading choice for meeting and event planners worldwide, business travellers, as well as leisure guests seeking a sophisticated, yet relaxing experience. The hotel's €15 million renovation, which includes the redesign of the lobby and other public areas, as well as the refurbishment of all the 401 guestrooms, sees the hotel well placed to maintain its leading edge in the Rhodian hospitality landscape.

More information at <http://www.sheratonrhodesresort.com/environment>.





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**NOTES FOR EDITORS**

About Sheraton Hotels & Resorts

Sheraton helps guests make connections at more than 400 hotels in 75 countries around the world. It is owned by and is the largest and most global brand Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1000 properties in nearly 100 countries and territories with 145,000 employees at its owned and managed properties.

For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com).



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