

# HOTELS

THE  
MAGAZINE  
OF THE  
WORLDWIDE  
HOTEL  
INDUSTRY

DECEMBER 2006

## Worldwide Product Source Guide

- Products & Services
- Global Update
- Industry Calendar

# 2007

## New Soul Of The Hotel Industry?

**UNTIL RECENTLY, WITH A FEW EXCEPTIONS**, the hotel industry's "green" movement has been little more than lip service, especially in the United States, with small tent cards in bathrooms and on beds asking guests to conserve by reusing linen. While it is a nice gesture and better than doing nothing at all, I would hardly call it a serious effort to help save the world from global warming. Well, now I am starting to see some real evidence that the industry might seriously embrace sustainable development and true green hotelkeeping. With two little children at home, I only hope it is more than the "flavor of the day."

The first announcement came in early September when Auberge Resorts, a cutting-edge, luxury resort development and management company based in Mill Valley, California, near San Francisco, appointed Patrick Freeman director of sustainable development. Initially, Freeman will be based in St. Kitts, where the company is master-planning 2,400 acres (970 ha) as an exclusive beach resort community on a pristine peninsula. Auberge CEO Mark Harmon hopes the St. Kitts project will serve as a global model for sustainable luxury development, believing true luxury and environmental consciousness can be managed in harmony. Given the option, I think today's and tomorrow's guests will feel better about taking a vacation at a resort with a social conscious.

While the Auberge news item caught my attention, it was trailblazer Barry Sternlicht's announcement in mid-October that really made me think this movement has legs. His new "1" Hotel and Residences is described as a luxury, eco-friendly global brand combining environmentally friendly architecture and interior design elements with all of the qualities customers expect from a 5-star hotel. From the design of the building to the food served, "1" will be a truly green experience for residents and guests, who won't really see or be conscious of the buildings' green qualities. The National Resources Defense Council has agreed to serve as an environmental advisor to "1," and, even better, 1% of the revenue from each property will be donated to local environmental organizations. What makes this concept feasible now, according to Sternlicht, is the growing availability of green building materials, and now, at more reasonable prices.

I hope the efforts of Harmon, Sternlicht, as well as commendable programs like those being initiated by Fairmont Hotels & Resorts, Six Senses Resorts & Spas, Taj Hotels, Resorts and Palaces, and Starwood Hotels & Resorts will serve to inspire the industry at large. There are also wonderful efforts being made by entrepreneurs such as Dr. Hana Ayala, whose IQ Resorts endeavor is being founded on the principles of tourism for conservation through scientific research. In a nutshell, she strives to "inspire a new generation of luxury resorts as spas for the mind and as gateways into journeys of wonder that string and guard heritage marvels along the frontiers of scientific exploration (see [www.PangeaWorld.com](http://www.PangeaWorld.com))."

There is definitely room for everyone to coexist in this market niche and, as Sternlicht points out, "It gives us a soul, and I always like it when there is something to believe in." At this spiritual time of the year and because of all the problems this world faces, finding a just cause like this to rally around can fit very nicely into the future plans for hoteliers worldwide. I only hope we all find a way to embrace the potential.



*Jeff Weinstein*  
Editor In Chief

### EDITORIAL

**Jeff Weinstein**, Editor In Chief  
1.630.288.8260 E-mail: [jweinstein@reedbusiness.com](mailto:jweinstein@reedbusiness.com)

**Karyn Strauss**, Senior Editor  
1.630.288.8261 E-mail: [kstrauss@reedbusiness.com](mailto:kstrauss@reedbusiness.com)

**Mary Lenart**, Senior Production Editor  
1.630.288.8262 E-mail: [mlenart@reedbusiness.com](mailto:mlenart@reedbusiness.com)

**Pat Mustari**, Editorial Assistant  
1.630.288.8223 E-mail: [pmustari@reedbusiness.com](mailto:pmustari@reedbusiness.com)

**Ala Ennes**, Senior Art Director  
1.630.288.8292 E-mail: [alaennes@reedbusiness.com](mailto:alaennes@reedbusiness.com)

### CONTRIBUTING EDITORS

**Mary Scoviak** (Design, Features)

**Mary Gostelow** (News)

### PUBLISHING

**Dan Hogan**, Publisher  
1.630.288.8270 E-mail: [dahogan@reedbusiness.com](mailto:dahogan@reedbusiness.com)

**Vida Wojewski**, Assistant to the Publisher  
1.630.288.8271 E-mail: [vida.wojewski@reedbusiness.com](mailto:vida.wojewski@reedbusiness.com)

**Joyce Simon**, Production Manager  
1.630.288.8424 E-mail: [jsimon@reedbusiness.com](mailto:jsimon@reedbusiness.com)

**Katharine Tucker**, Circulation Director  
1.303.470.4146 E-mail: [ktucker@reedbusiness.com](mailto:ktucker@reedbusiness.com)

### INTERNATIONAL ADVISORY BOARD

**S. Kirk Kinsell**, Senior Vice President, Chief Development Officer,  
InterContinental Hotels Group

BUENOS AIRES

**Denis Gruhier**, General Manager,  
Faena Hotel+Universe

DUBAI

**Gerald Lawless**, Chief Executive Officer, Jumeriah  
LONDON

**Robert Cook**, Chief Executive Officer, Malmaison Hotels Ltd.  
MADRID

**Francisco Zinser**, Chief Operating Officer, NH Hoteles  
MINNEAPOLIS

**Jay Witzel**, President and Chief Executive Officer,  
Carlson Hotels Worldwide

MUMBAI

**Raymond Bickson**, Managing Director,  
Chief Executive Officer, Taj Hotels Resorts & Palaces

ROME

**Roberto Wirth**, President, General Manager,  
Hotel Hassler

SAN FRANCISCO

**Niki Leonardakis**, Chief Operating Officer,  
Kimpton Hotels and Restaurants

SHANGHAI

**Christopher Bachran**, Managing Director  
Bachran & Associates

### EDITORIAL AND PRODUCTION OFFICES HOTELS,

Reed Business Information,  
2000 Clearwater Drive,  
Oak Brook, Illinois 60523 USA;  
phone: 1.630.288.8000;  
fax: 1.630.288.8265.

### SUBSCRIPTIONS/CHANGE OF ADDRESS

For address changes or subscription questions,  
please contact: Customer Service,  
Reed Business Information, 8878 S. Barrons Blvd.,  
Highlands Ranch, Colorado 80129-2345 USA.  
Phone: 1.303.470.4445; fax: 1.303.470.4280;  
e-mail: [subsmail@reedbusiness.com](mailto:subsmail@reedbusiness.com)  
Web site: [www.getfreemag.com/hotels](http://www.getfreemag.com/hotels)

### REPRINTS

For custom reprints and electronic usage, please contact:  
Reprint Management Services at: 1.800.290.5460, ext. 168  
or 1.717.399.1900, ext. 168  
or via e-mail at [hotels@reprintbuyer.com](mailto:hotels@reprintbuyer.com)