Reasons why hotels should go green

Many businesses, particularly the hotel industry, have gone green as a result of increased consumer awareness. People of all generations are looking for hotels that are environmentally conscious. Going green has numerous advantages for any hotel. Let's look at why hotels should go green in more detail.

Environmental Responsibility

Glacier melt, rising sea levels, and dramatic climate change are all factors that can no longer be ignored. Every day, Green House Gases (GHGs) are injected into the atmosphere. Millions of tons of rubbish that could have been avoided are thrown in landfills and the oceans. Hotels, like any other business, are liable for this too.

Because of the large amount of energy used, such as electricity and water, hospitality industry is one of the businesses that must reduce resource consumption and waste generation. Apart from governmental laws and regulations, hotels should assume responsibility and execute solutions that can make a significant difference in resource conservation. Environmentally friendly solutions are being used by hotels as a result of ethical obligation and consumer demand. As a result, hotels are going green and preserving their environment in order to attract future generations of tourists and travelers. Below is a guest room water conservation card which are strategically displayed in the guest bathrooms of Sand River Camp.
Saves Money

Upon implementing green techniques, hotels save money over time. This occurs as a result of lower energy expenditures from modifications such as switching to eco-friendly lighting. Incandescent lights waste energy and lead to high energy bills, particularly in hotels that must be well-lit all of the time.

By switching to LED light bulbs, you may cut your electricity expenditures in half. For example, a 60-watt fluorescent bulb is required for light of 800 lumens, whereas a 6-8 watt LED bulb is sufficient for the same amount of illumination. LED lights last 50,000 hours, compared to 1,200 hours for traditional bulbs. This further minimizes the lighting bill.

Green technology has the advantage of being built for the long run. One of the motivations for hotels to become green is that green technologies become self-funding after a while, lowering operational expenses and so saving money. The picture below is of a LED taken during the ecorating reassessment of Kilaguni Serena Safari Lodge in 2021.
Attracting eco-conscious travelers

Globally, there is a rise in eco-conscious travelers. Corporate and commercial travelers, as well as individual travelers, are now conscious of their carbon footprint. Consequently, they also expect hotels to be environmentally friendly.

Many companies have implemented environmental standards, which include decreasing their ecological footprint while traveling on company business. As a result, entrepreneurs, individuals, and businesses choose to stay in hotels with environmentally friendly policies. This is why, in order to attract this rising customer, hotels are going green.

Supports the local economy

When a hotel embraces sustainability, it not only saves energy and water, but also assist local residents in earning a living. Sourcing things locally means support to local craftsmen and crafts. The farmers in the area benefit from a hotel sourcing for its food locally. The picture below is of an onsite beading studio constructed by Basecamp Masai Mara for the Maasai women for bead works and product development trainings. They also market the products to specific Western counties.
Green hotels benefit not only the environment but they also save money. As the new generation of environmentally conscious travelers seeks out eco-friendly hotels, their profits increase. In addition, they contribute to the dissemination of knowledge of the different ways in which their visitors might become more environmentally conscious by leading by example.