



Green marketing a benefit for hotels

What is the issue?

Within the tourism industry, green, sustainable or eco has gained considerable attention in the past few years and the number of green programs in hotels have increased. These programs claim to offer operational efficiencies, cost savings, employee values connection, marketing, and improved public relations. The question, however is – is it working with regard to marketing? The purpose of this research was to determine whether ‘green’ accommodations actually gain any marketing benefit from their environmental practices.

What did the researcher do?

Undertaking surveys of North American hotels, the researchers sought to determine whether hotels benefited from undertaking environmental practices and if integrating these practices into their marketing strategy provided any benefits. Data was collected through 2,248 structured quantitative surveys in June 2015. Responses from 276 hotels (12% response rate) were obtained.

Why is this research Useful?

This research may be beneficial to hoteliers as it showcases that green marketing can provide positive returns on REVPAR, guest satisfaction and length of stay. This information may prove useful to hotel in informing marketing decisions.

What were the outcomes?

Findings show that green marketing has a positive impact on business in general and regression testing proved positive. The greater the extent to which hotels incorporate green marketing into their business and strategies, the greater the extent to which hotels have benefit from guest visits per year, guest length of stay,

guest satisfaction, revenue, profit, and average daily rate. Accommodations felt that ‘being green’ was important to their business and the majority undertook basic environmental practices including water, energy and waste conservation however advanced green practices were not commonplace. Although accommodations felt that marketing their green efforts was important, few accommodations could clearly outline how much money was spent on specific ‘green’ marketing.

About the Researcher

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