

RESEARCH SNAPSHOT



Green Marketing of Boutique Hotels in the USA

What is the issue?

The hospitality and tourism industry has a great impact on the environment. More specifically, the lodging industry is responsible for about 15 percent of the water usage in the United States alone. Consumers are demanding hotels that focus on the environment, thus, hotels are beginning to realize that in order to stay competitive and to meet consumer demands, they must incorporate green into their business strategy and market it.

What did the researcher do?

This study aims to analyze if there are any benefits or impacts that are a result of green marketing for boutique hotels in the USA. The researchers sent out 486 online questionnaires through an online survey to green boutique hotels in the USA.

This study was conducted between mid September to early December, 2014.

Why is this research Useful?

Hotels must stay competitive within the marketplace, therefore understanding the benefits of environmental marketing in relation to profits and average daily rate (ADR) is important.

What were the outcomes?

The findings show that the majority of the respondents found green practice to be a part of their success and over 50 percent incorporated green marketing as part of their business strategy. Overall, 52.0 percent stated financial problems as critical barriers to implementing green practices. It was also found that variables such as guest visits per annum, apparent guest satisfaction, and profit demonstrated positive impacts from the green marketing efforts while guest stay time, revenue and average daily rate (ADR) stayed neutral to the effects of green marketing.

About the Researcher

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