

In-house environmental program/s are communicated to guests

Benefits of Implementation

- Encourage guests to holiday in a more environmentally friendly manner
- Marketing advantage through guest preference and word-of-mouth
- Raising awareness in a wide community

Overview of the intervention

The communication of the environmental policy and programs is a proactive way of encouraging and informing guests about programs and to encourage their involvement in the process.

How it is applied?

There are a number of ways in which an establishment can communicate their environmental programs and policies to their guests. These include the following:

- Information about the environmental programme is available on the establishment's website. This generally includes initiatives that they are involved with as well as the environmental mission statement / policy (see www.vineyard.co.za/pages/enviromental_social.htm as an example)
- An environmental message, such as a programme that the establishment is involved with is added to the electronic reservation confirmation
- The environmental statement / policy is displayed publicly in the reception area and staff are educated about the policy and can answer questions about it
- The environmental message and programs should be incorporated into the in-room information packs



- If there is a specific activity that the guest needs to be involved with, then the relevant information needs to be presented to the guests to inform them why they are operating in a different way:
 - o The guests should be informed of the laundry policy and how this will work. E.g. if you want your towels washed put them in the bath, otherwise hand them on the towel rack.
 - o If the convenience items are not automatically provided, the guests should be provided with a list of products that are available on request.

It is important that staff is informed of policies and decision, so that they can effectively implement them.