



MAKING A DIFFERENCE TOGETHER

FAIRMONT'S COMMITMENT TO  
ENVIRONMENTAL STEWARDSHIP

*Fairmont*

HOTELS & RESORTS

GREEN PARTNERSHIP

## OUR PERSPECTIVE

Nearly a century before “environmentalism” became a catchword, Fairmont Hotels & Resorts was founded on an enduring connection to the land and communities where we do business. In 1990, our Canadian hotels pioneered the Green Partnership, Fairmont’s comprehensive commitment to minimize our impact on the environment. Today, Green Teams of Fairmont colleagues in over 40 locations worldwide ensure that our quest for sustainable solutions continues to grow and evolve.

## OUR PLANET

### WASTE REDUCTION

fact }

On average, each guest produces over 2 pounds (1 kilogram) of waste each night, mostly composed of beverage and paper products, accounting for 65% of all hotel waste.

Paper, packaging and garbage are a reality of our lives, and of any business. Since 1991, Fairmont has consistently cut these side-effects of our operations. While effective waste management comes with challenges, like operating in communities without recycling facilities, we continue to reduce and divert waste and identify the next opportunities. In 2004, the majority of our hotels each recycled an average of 1,261 tons (1,144 tonnes) of paper, cardboard, cans and glass.

The largest hotel purchaser of wine in Canada, The Fairmont Royal York in Toronto is one of the first affiliates of the innovative Bag-A-Cork recycling program, collecting natural and synthetic corks and providing a bin for local residents to pitch in.

The Green Partnership... is a concrete example of how businesses can involve employees in something everyone can feel good about. It's good for business, it's good for morale, it's good for the planet.

**DR. DAVID T. SUZUKI**

## RESOURCE CONSERVATION

fact }

A typical occupied hotel room soaks up 218 gallons (825 liters) of water every day. Installation of water-efficient guest fixtures has helped Fairmont decrease water use by an average of 31%.

To conserve energy and cut greenhouse gas emissions, Fairmont has introduced compact fluorescent bulbs in all possible lighting fixtures. Water-efficient showerheads and tap aerators have already been installed at most hotels, and we continue to replace all toilets that have a flush capacity over 2 gallons. At our resort properties, guests are also doing their part by opting in to the towel and sheet exchange program.

California's Fairmont San Jose has installed a cogeneration, or combined, heat and power plant, recycling waste heat generated by conventional power. Cogeneration now produces 60% of the hotel's electricity and 100% of its hot water.

## HABITAT & SPECIES PROTECTION

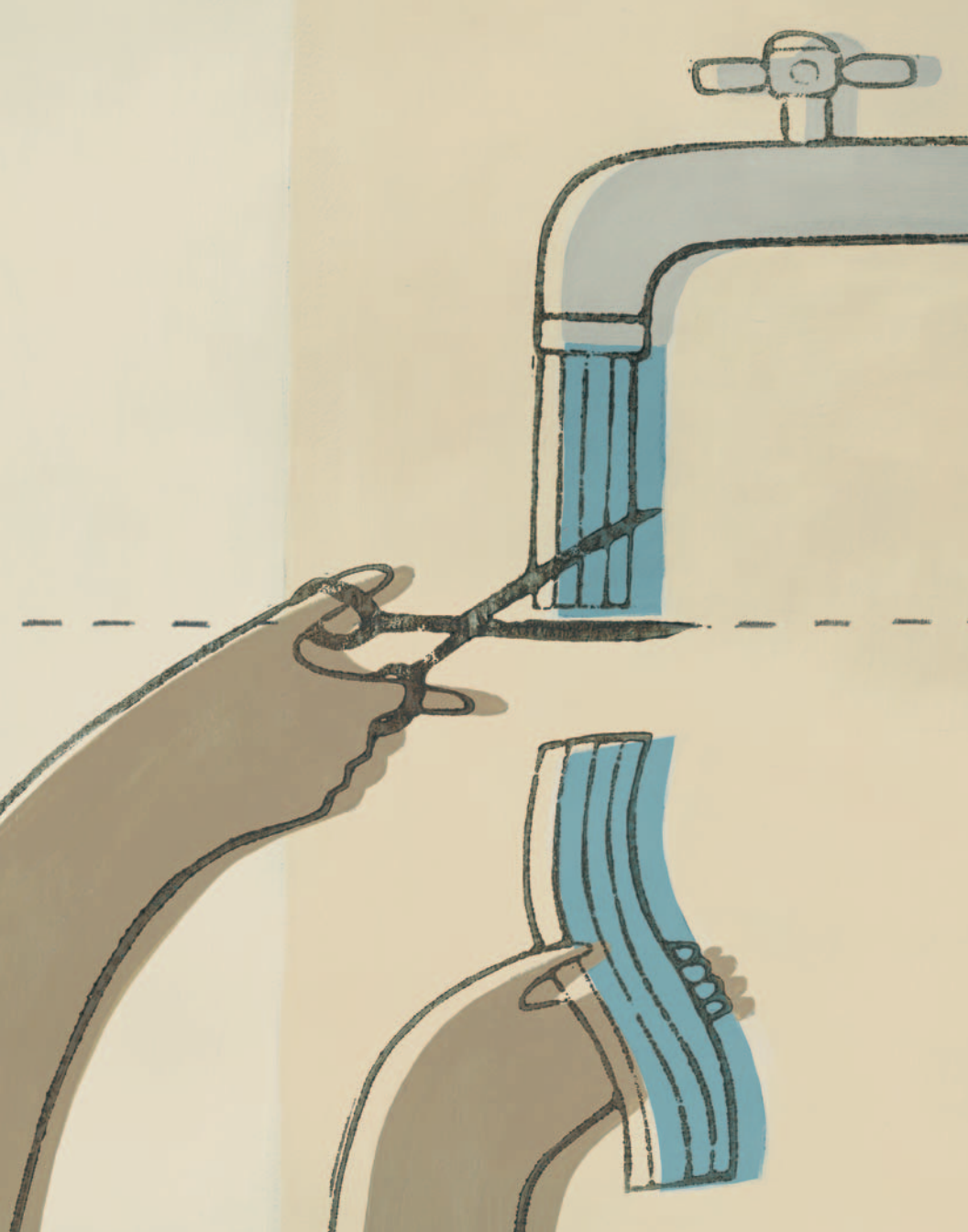
Through two key initiatives, the Fairmont Green Partnership helps preserve the unique places where we work and live:

1 }

Since 1998, Fairmont-managed golf courses have been benchmarked against the company's Greening our Greens project. This initiative minimizes pesticide use, protects water and enhances habitat, encouraging wild inhabitants, such as elk, to roam freely. Certifying these efforts, links such as The Fairmont Banff Springs are also enrolled in the Audubon Cooperative Sanctuary Program, an industry-leading environmental management strategy.

2 }

Our call of the wild started at Fairmont Le Manoir Richelieu as the Be My Beluga project. Now, Fairmont colleagues in five countries raise awareness and funds for protection of at-risk native species, including Bermuda's bluebird and Mexican sea turtles.



The most comprehensive environmental program in the North American hotel industry.

**NATIONAL GEOGRAPHIC TRAVELER**

With our mission to educate and motivate environmental lifestyle choices through Hollywood, Fairmont Hotels & Resorts is our perfect partner in the travel business.

**DEBBIE LEVIN, ENVIRONMENTAL MEDIA ASSOCIATION**

## COMMUNITY CONNECTIONS

Energizing our promise to think globally and act locally, in 2005 the Fairmont Green Partnership introduced Eco-Innovations, hotel-based projects that encourage partnerships and learning while highlighting a universal environmental issue in a way that hits close to home.

On Hawaii's Big Island, The Fairmont Orchid has developed the Room to Reef project, an integrated approach to sustainability that extends from rooms cleaned with non-toxic, biodegradable products to organic landscaping, marine health and guest learning. Partnering with a local university, hotel colleagues support regular monitoring of the nearby coral reef, as well as guided snorkeling trips for guests.

## YOUR OPPORTUNITY

We know you have heard it before, but it's worth repeating: Learn from organizations dedicated to protecting our planet. Start small, but act consistently. Reduce, reuse, recycle and rethink. Get outside. Walk, run, bike, use public transport or start a carpool. Take the time to make informed choices, especially when you are considering a major purchase, consuming energy or traveling the world.

Thank you for choosing to stay with Fairmont Hotels & Resorts and supporting our environmental efforts. Together we can make a real difference.



## PLANET WELL

Planning an event? Ask about Eco-Meet, Fairmont's green meeting program with disposable-free service, unique activities, themed meeting breaks and our Sustainable Gourmet menus.

## BE RESOURCEFUL

Explore Fairmont's green power use, eco-tourism activities and organic herb garden, or request our *Green Partnership Guide* book and more at [fairmont.com/environment](http://fairmont.com/environment)

Contact } **Environmental Affairs**  
**Fairmont Hotels & Resorts**

100 Wellington Street West, Suite 1600  
Toronto, Ontario, Canada M5K 1B7  
[environment@fairmont.com](mailto:environment@fairmont.com)

Printing }      

This Fairmont Green Partnership brochure was printed using the environmentally friendly waterless printing process, on Rolland Enviro100™ paper, which contains 100% post-consumer fibre, is EcoLogo™ certified, Processed Chlorine Free (PCF) and made with biogas.

The industry's most ambitious company wide recycling program...  
Fairmont also donates food from its kitchens to homeless shelters...  
and is working to reduce pesticide use at all its golf courses.

CONDÉ NAST TRAVELER