

TripAdvisor GreenLeaders



TripAdvisor



- World's largest travel website
- Over 200 million monthly visitors
- Over 100 million reviews and opinions



Source: Google Analytics

Why introduce a Green program?



71% of travellers want to take a green trip

.....



73% don't know which hotels are really green

.....



81% of hotels have green practices

Source: TripAdvisor consumer study 2012; TripAdvisor Industry Index 2012

Introducing TripAdvisor GreenLeaders



TripAdvisor **GreenLeaders** highlights hotels and B&Bs with green practices, making it easier for travelers to book a green trip, and giving properties the recognition they deserve.

Developed in partnership with:



Travelers searches for hotels in Boston

The screenshot shows the TripAdvisor website for Boston Hotels. A callout box on the right side highlights three hotel listings, each with a GreenLeader badge circled in red. Red arrows point from the text 'GreenLeader badge appears on Boston Hotels page' to these badges.

Hotel Name	Price Range	GreenLeader Badge	Ranking	Reviews
The Lenox Hotel	\$275 and up *	GreenLeaders Gold level	Ranked #5 of 75 hotels in Boston	1,755 reviews
Seaport Boston Hotel	\$225 and up *	GreenLeaders Bronze level	Ranked #6 of 75 hotels in Boston	985 reviews
Mandarin Oriental, Boston	\$500 and up *	(Not explicitly highlighted)	Ranked #7 of 75 hotels in Boston	(Not explicitly shown)

GreenLeader badge appears on Boston Hotels page

If interested, traveler clicks on “Green”

Click on “Green”

The screenshot shows the TripAdvisor website for Boston Green Hotels. A red circle highlights the 'Green' filter button in the top navigation bar, with a red arrow pointing to it from the text 'Click on “Green”'. Below the navigation bar, the page displays 'Boston Green Hotels' with various filters like 'All Hotels', 'Best Value', 'Family', 'Business', 'Luxury', and 'Romantic'. The 'Green' filter is selected. The main content area shows 'Hotels travelers recommend' with 'The Lenox Hotel' as the top result. A red circle highlights the text '#1 green hotel in Boston' next to the hotel's name. Below this, the hotel's details are shown, including a price of '\$275 and up', a special offer of 'Save up to 20%', and a GreenLeaders Gold level. The hotel has 1,755 reviews and a 5-star rating. Other hotels like 'Hyatt Regency Boston' are also visible below it.

Only GreenLeader hotels shown, with ranking e.g. Lenox #1 green hotel in Boston

Scrolling down Boston Green Page....

Hyatt Regency Boston ★★★★☆
\$234 and up *
Special Offer Breakfast for Two
GreenLeaders Gold level

#2 green hotel in Boston
★★★★☆ 1,036 reviews
"Customer service at its finest" 04/02/2013
"Business in Boston" 04/14/2013
Professional photos | Traveler photos (108) | Map
[Price Your Stay](#)

Nine Zero Hotel - a Kimpton Hotel ★★★★☆
\$293 and up *
GreenLeaders Silver level

#3 green hotel in Boston
★★★★☆ 1,072 reviews
"A good place to stay during the locks..." 04/05/2013
"Brilliant location & fantastic sta..." 04/04/2013
Professional photos | Traveler photos (203) | Map
[Price Your Stay](#)

The Fairmont Copley Plaza, Boston ★★★★☆ [Add to My](#)
\$308 and up *
Offers & Announcements 10% Off Bed Avail...
GreenLeaders Silver level

#4 green hotel in Boston
★★★★☆ 822 reviews
"very nice hotel and location" 04/04/2013
"Lovely but not without its flaws" 04/03/2013
Professional photos | Traveler photos (301) | Map
[Price Your Stay](#)

W Boston ★★★★☆
\$297 and up *

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Boston Weather
Boston Suite Hotels
Discount Hotels Boston
Budget Hotels Boston
Hip Hotels Boston
Unique Boston Hotels
Hotels near (BOS) Logan Int'l Airport

Recently Reviewed Hotels around Boston
DoubleTree Suites by Hilton - Boston
4.0 out of 5, 477 Reviews
Last reviewed Apr 25, 2013
Embassy Suites Boston Logan Airport
4.0 out of 5, 623 Reviews
Last reviewed Apr 25, 2013
Hortonville Inn
4.5 out of 5, 688 Reviews
Last reviewed Apr 25, 2013
Hyatt Regency Boston
4.5 out of 5, 1,036 Reviews

Traveler decides to look at Lenox Hotel

The Lenox Hotel, Boston

Home Boston Hotels Flights Vacation Rentals Restaurants Things to Do Best of 2013 Your Friends More Your Business

Home United States Massachusetts (MA) Boston Boston Hotels The Lenox Hotel All 75 Boston hotels

The Lenox Hotel

61 Exeter Street at Boylston, Boston, MA 02116-2699 (Back Bay)
(617) 536-5300 Hotel website Hotel amenities

Special Offer Save up to 20%

Ranked #5 of 75 hotels in Boston
1755 Reviews
GreenLeaders Gold level

Enter dates & see best prices*

Check In: mm/dd/yyyy Check Out: mm/dd/yyyy Adults: 2

Show Prices

Booking.com Expedia.com
Priceline.com Hotwire.com
Venere.com Hotels.com
Tingo.com Travelocity

Professional photos
324 traveler photos

1,755 reviews from our community

Write a Review

Traveler rating		See reviews for		Rating summary	
Excellent	1,278	Families	382	Location	★★★★★
Very good	349	Couples	660	Sleep Quality	★★★★★
Average	72	Solo	114	Rooms	★★★★★
Poor	43	Business	271	Service	★★★★★
Terrible	15			Value	★★★★★
				Cleanliness	★★★★★

Clicks here



Traveler clicks on GreenLeader badge

Selection of Green practices

Click to see full list of practices

Click to report incorrect info

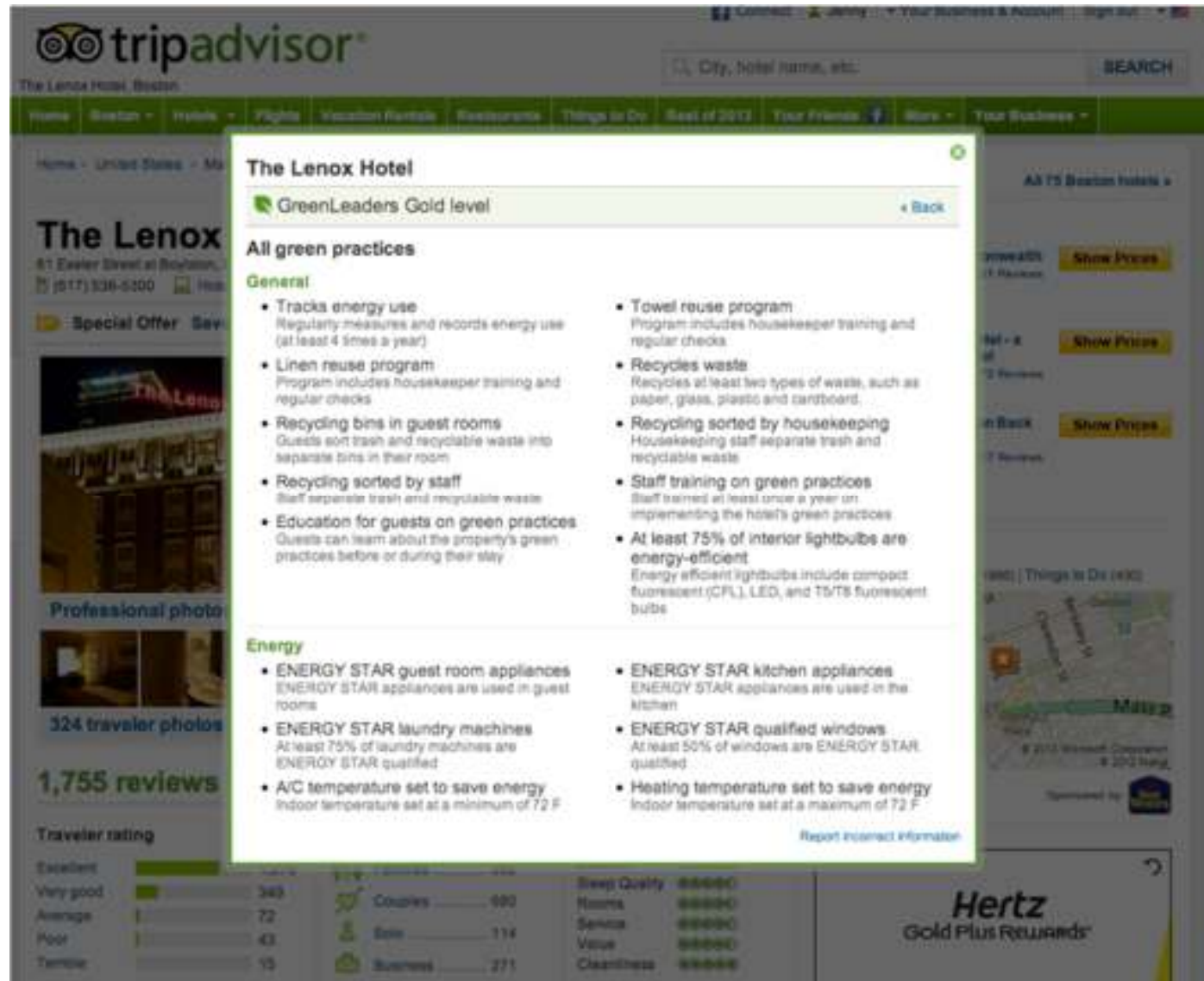
The screenshot shows the TripAdvisor page for The Lenox Hotel in Boston. A modal window is open, displaying the hotel's GreenLeaders Gold level badge and a list of green practices. The practices listed are:

- Energy saving guest room controls
- Window films help keep building cool
- Leftover materials (e.g. food) donated or re-used
- Recycles
- Organic/local food & beverages
- ENERGY STAR guest room appliances

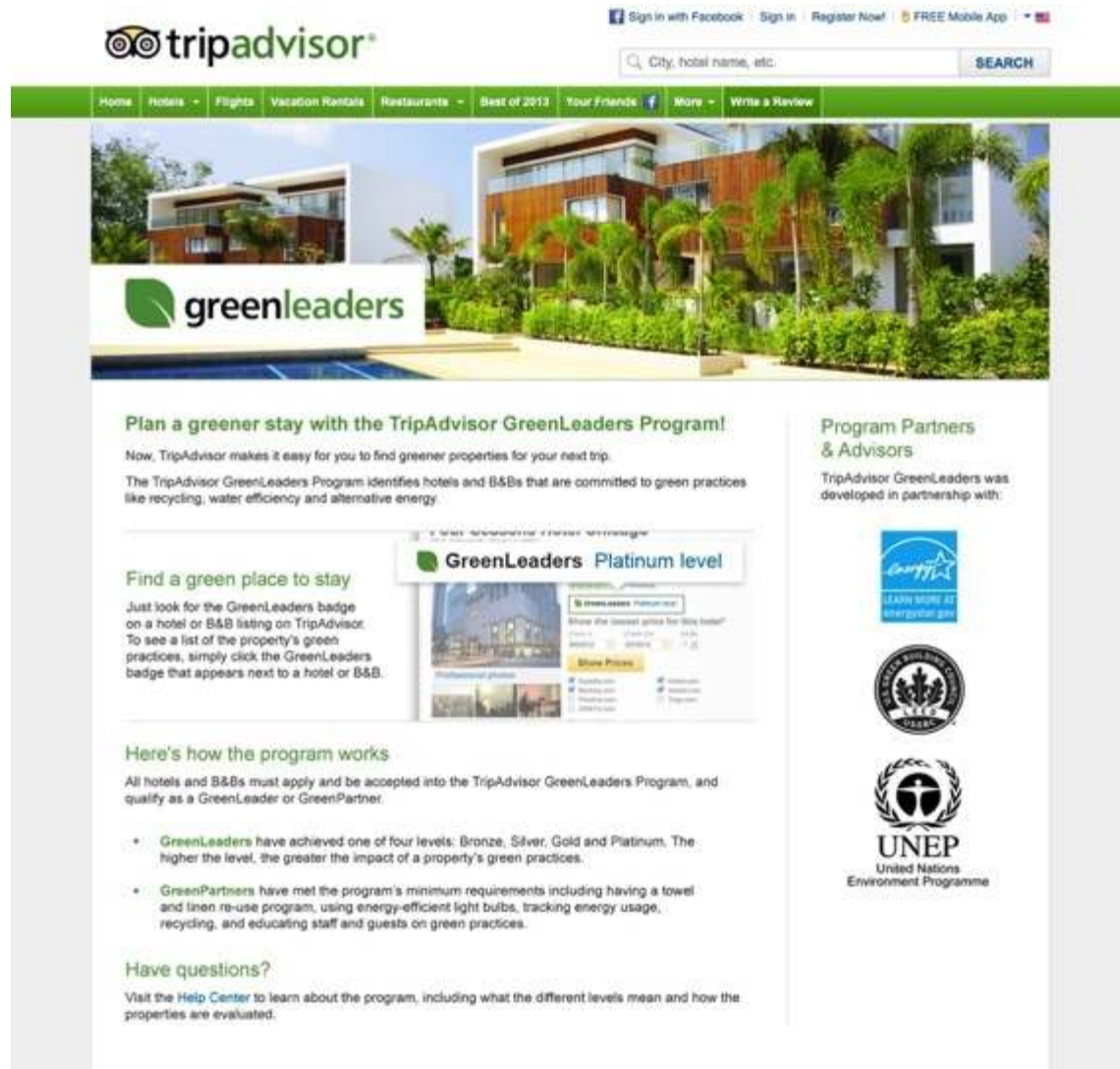
At the bottom of the modal, there are two buttons: "See all green practices" and "Report incorrect information".

Traveler clicks “See all green practices”

Screen scrolls down to show full list of green practices



Program overview at TripAdvisor.com/GreenLeaders



The screenshot shows the TripAdvisor website's GreenLeaders program overview. At the top, there's a navigation bar with the TripAdvisor logo, a search bar, and links for 'Sign in with Facebook', 'Sign in', 'Register Now!', and 'FREE Mobile App'. Below the navigation bar is a large banner image of a modern hotel building with a swimming pool, overlaid with the 'greenleaders' logo. The main content area is divided into two columns. The left column contains the following text: 'Plan a greener stay with the TripAdvisor GreenLeaders Program!', 'Now, TripAdvisor makes it easy for you to find greener properties for your next trip.', 'The TripAdvisor GreenLeaders Program identifies hotels and B&Bs that are committed to green practices like recycling, water efficiency and alternative energy.', 'Find a green place to stay', 'Just look for the GreenLeaders badge on a hotel or B&B listing on TripAdvisor. To see a list of the property's green practices, simply click the GreenLeaders badge that appears next to a hotel or B&B.', 'Here's how the program works', 'All hotels and B&Bs must apply and be accepted into the TripAdvisor GreenLeaders Program, and qualify as a GreenLeader or GreenPartner.', and 'Have questions? Visit the Help Center to learn about the program, including what the different levels mean and how the properties are evaluated.' The right column is titled 'Program Partners & Advisors' and states 'TripAdvisor GreenLeaders was developed in partnership with:'. Below this text are three logos: the Singapore Green Building Council (SGBC), the Green Building Council of Canada (CBC), and the United Nations Environment Programme (UNEP).

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greenleaders

Plan a greener stay with the TripAdvisor GreenLeaders Program!

Now, TripAdvisor makes it easy for you to find greener properties for your next trip.

The TripAdvisor GreenLeaders Program identifies hotels and B&Bs that are committed to green practices like recycling, water efficiency and alternative energy.

Find a green place to stay

Just look for the GreenLeaders badge on a hotel or B&B listing on TripAdvisor. To see a list of the property's green practices, simply click the GreenLeaders badge that appears next to a hotel or B&B.

GreenLeaders Platinum level

Here's how the program works

All hotels and B&Bs must apply and be accepted into the TripAdvisor GreenLeaders Program, and qualify as a GreenLeader or GreenPartner.




- GreenLeaders have achieved one of four levels: Bronze, Silver, Gold and Platinum. The higher the level, the greater the impact of a property's green practices.
- GreenPartners have met the program's minimum requirements including having a towel and linen re-use program, using energy-efficient light bulbs, tracking energy usage, recycling, and educating staff and guests on green practices.

Have questions?

Visit the [Help Center](#) to learn about the program, including what the different levels mean and how the properties are evaluated.

Program Partners & Advisors

TripAdvisor GreenLeaders was developed in partnership with:



Why join?

- TripAdvisor has unique scale of over 200 million monthly visitors
- Stand out from the competition on TripAdvisor
- Attract potential eco-conscious travelers
- Join over 1,500 hotels who have already signed up

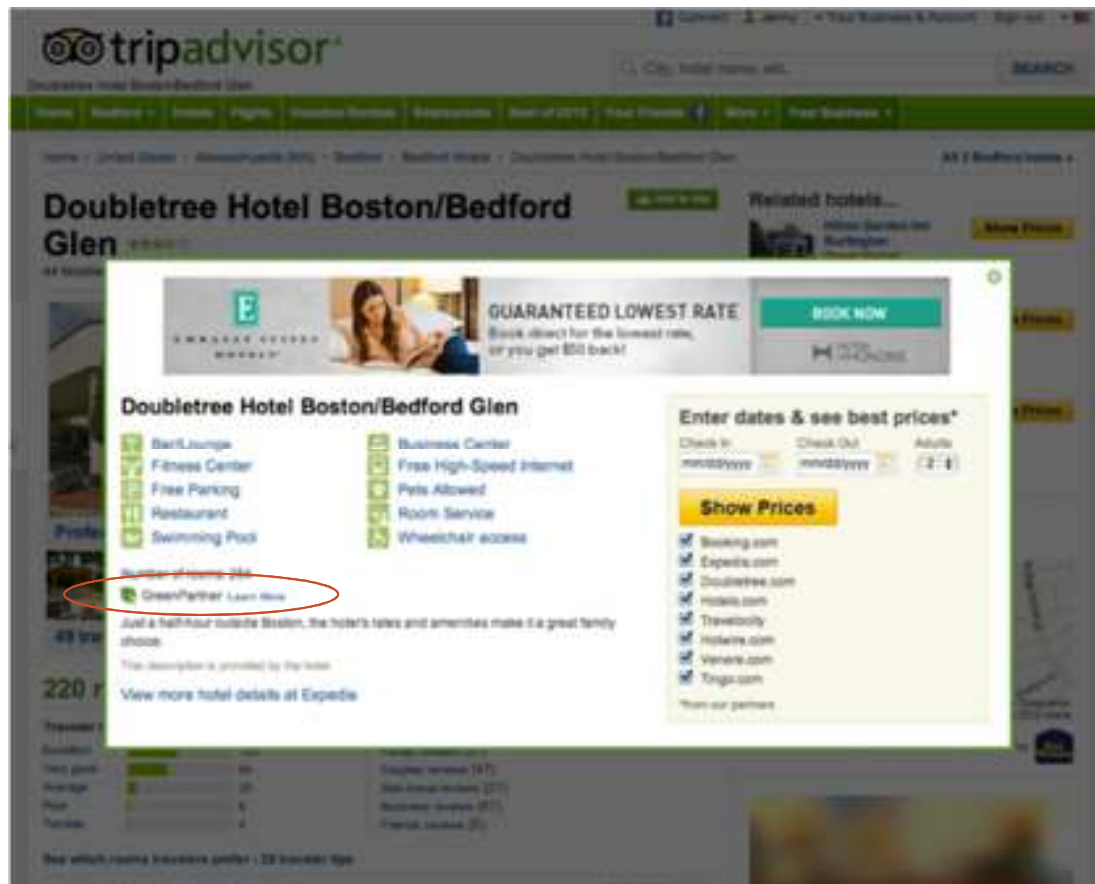


How to join the program

- **Hotels complete an online application form at green.tripadvisor.com**
 - Must have 7 minimum requirements in place:
 - Track energy monthly, linen and towel re-use policy, recycling, at least 75% energy efficient lightbulbs, educate staff, educate guests
 - Then complete a 6 section survey on energy, water, waste, purchasing, site and innovation & education
 - Meet minimum requirements: Green Partner level
 - Achieve score of 30% GreenLeader Bronze level
 - Achieve score of 40% GreenLeader Silver level
 - Achieve score of 50% GreenLeader Gold level
 - Achieve score of 60% GreenLeader Platinum level
- **Completely free and voluntary. Reapply yearly, or sooner if your property changes.**
- **Suitable for all sizes, ages and locations of property (hotels & B&Bs only)**
- **Must be a registered business representative with TripAdvisor to complete survey (easy and free process if you are not already registered)**
- **Must agree to be audited if chosen, and provide documentation**
- **Survey, guide to survey, scoring system etc. all available at green.tripadvisor.com**

GreenPartner: entry level

- If you meet the 7 minimum requirements, but don't achieve 30% in survey, you can be a TripAdvisor GreenPartner.
- Badge on “amenities” lightbox



Over 1,500 properties participating

- Current split 60% Independent, 40% Chains



Participant promotion

- Receive a free framed certificate for your property
- Downloadable “widget” for your website
- Template press release
- Potential partnership opportunities with TripAdvisor for leading hotels



Questions?

- All the information related to the program including the application form, guide to the application, information on auditing etc. is available publicly at
 - green.tripadvisor.com
- Email the TripAdvisor Responsible Travel Team at
 - green@tripadvisor.com