

# Green Is Good

## New ways to travel with a reduced environmental footprint

BY LAURA DAILY

**W**ho knew traveling green could be so much fun? Both the Patricia and Phillip Frost Museum of Science in Miami and the Franklin Institute in Philadelphia encourage visitors to “go-go” green by shaking their booties on huge “energy dance floors” that convert the energy generated into electricity that powers the colorful lighting.

“Today’s travelers are looking for what Trendwatching.com calls ‘guilt-free consumption,’” notes Maclaren Latta, an expert in travel and outdoor trends with marketing company MercuryCSC. “Going beyond recycling to something that’s creative and innovative lets people feel good about their travel experiences.” Adds Patrick Maher, green guru for the American Hotel & Lodging Association, “These days, no one complains when something is ‘green.’ When done right, it allows a place to be different from the rest and appeals to a generation who grew up with their parents telling them to ‘turn the lights off.’”

### Fitness Plan

Peddler’s Creamery in downtown Los Angeles allows customers (with a little planning) to **pedal one of its in-store bicycles** (pictured) to churn out a batch of ice cream. At Element Hotels in New York, Miami, and eight other U.S. cities, fitness-center users can juice up tablets or smartphones during a single stationary bike workout (about 12 minutes for an iPhone). Element Hotels also employ environmentally friendly “Do Not Disturb” door magnets instead of paper hangers.

### The Buzz

To help pollinate nearby gardens and parks, many hotels—the AAA Five Diamond Four Seasons Hotel Atlanta, the York Hotel in Toronto, St. Ermin’s Hotel in London, and 21 Fairmont properties—have installed **rooftop beehives**. The bees provide honey for on-site restaurants and spas. Hotel guests are encouraged to visit the hives, take part in honey-tasting demos, and, in the case of the AAA Four Diamond InterContinental Boston, watch honeybee action live via closed-circuit “Bee T.V.”

### Maximum Green

Those willing to shell out extra for the ultimate “green life” can book the **Eco Chic Suite** at the AAA Four Diamond Fairmont San Francisco for \$1,000 a night, about \$200 more than other suites. All furnishings, including an ottoman crafted from recycled leather car seats, are made from organic or sustainable materials.

### Old News

Couture Planet, based north of Boston, creates **handbags from recycled newspapers**. The company partners with the AAA Four Diamond Fairmont Copley Plaza to turn newspapers recycled from guest rooms into handbags that are sold in The Fairmont Store. Bags feature fashion, lifestyle, and travel themes, as well as occasional special events, including a collection celebrating the Red Sox’s World Series victory that quickly sold out.

### Raise a Glass

Want a great glass of wine without the heavy carbon footprint? The Mooring Seafood Kitchen & Bar in Newport, Rhode Island, puts its **wine lists on iPads** to reduce paper consumption. The Allison Inn & Spa in Oregon’s Willamette Valley works with a local company to turn **reclaimed wine bottles** from the resort’s Jory restaurant into handmade glass candles that are sold in the resort spa. **W**

*Denver-based Laura Daily writes about consumer travel strategies.*

