

THE WESTIN MELBOURNE

THE WESTIN MELBOURNE SEES GREEN Award winning hotel launches Green Choice program

31st March 2010: The Westin Melbourne has today unveiled a new initiative that now offers the option to offset the carbon emissions generated from hotel stays or business events.

The **Make a Green Choice** program has been developed in association with green partner, Climate Friendly and provides guests and clients the option to pay a tailored offset fee which is then invested in projects to reduce greenhouse gases.

Hotel guests can now consult a specially created Offset Calculator via the hotel's website to identify how their choice of accommodation room type and length of stay impacts on the environment. The option to offset their hotel stay is then provided with each booking.

Additionally, event organisers will be presented with a personalised carbon emission offset estimate based on the style and nature of their meeting, event or seminar. After extensive research into the lifecycle of carbon emissions associated with typical events, The Westin can now project the amount of carbon an event emits and provide clients the option to offset their activity.

The Westin Melbourne's General Manager, Richard Bussiere says the Green Choice offset program is the next step in the hotel's long term strategy for reducing its overall carbon footprint.

"We're all looking for ways to make a difference in our daily lives to reduce the impact we have on the environment - so we're hoping our guests and clients will see there's an easy way to make a difference by partnering with The Westin Melbourne," says Mr Bussiere.

"With tools we've developed such as the Offset Calculator and the ability to project carbon emissions associated with events, there are now some simple measures guests and clients can take to make their business activities carbon neutral," he adds.

As part of the Green Choice program, The Westin Melbourne has also undertaken significant steps to reduce their carbon footprint with assistance from environmental experts, Carbon View.

“From the amount of water and electricity we use, to recycling and reduction strategies as well as sourcing local produce, our commitment has enabled us to reduce our base line carbon footprint measurement by 285 tonnes in the past three years,” adds Mr Bussiere.

In addition to the offset options with hotel stays and meetings, The Westin Melbourne has also announced the **‘Make a Green Choice’** accommodation package. Guests can sleep easy from just \$304 per night with the carbon offset charge for their stay included in the package along with luxurious overnight accommodation and gourmet buffet breakfast for two. This offer is valid until 23rd September 2010.

More information at www.westin.com.au

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