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Green Key Global to Conduct Panel Session on Sustainable Lodging Practices at Hoosier Hospitality Conference

Horsham, PA; March 10, 2010 – Green Key Global, the official green lodging certification program of the Indiana Hotel & Lodging Association, will conduct a panel discussion at the annual Hoosier Hospitality Conference next week. The session, titled [“Green Hotel Operations – Benefit the Environment & Your Bottom Line.”](#) will take place on Tuesday, March 16th at 11:30 AM at the Grand Wayne Convention Center in Ft. Wayne, IN. [Roxanna Lopez](#), Operations Manager for Green Key Global, U.S. Region, and a LEED Green Associate, will moderate.

The panel discussion will focus on some of the best practices and operational measures that hotel operators can embrace to realize immediate environmental, financial and marketing benefits. Indeed, the emphasis on day-to-day hotel operations is at the core of the Green Key program, helping properties become more environmentally and financially sustainable, enhance the wellness of their employees and engage their community. In addition to Lopez, the panel will include representatives from the Motel 6 – Fort Wayne and Focus Hospitality Services, two Green Key participants from Indiana.

“For us, the appeal of the [Green Key](#) program is its basis in sound environmental practice and the operational guidance it provides our member hotels,” said John Livengood, President/CEO of the Indiana Hotel & Lodging Association (IHILA), the sponsor of the Hoosier Hospitality Conference. “This panel session will provide attendees with some very tangible takeaways that will benefit the environment and their bottom line.”

The Hoosier Hospitality Conference is Indiana’s only all-industry educational and networking conference for hospitality leaders. More than 400 of Indiana’s hospitality industry professionals are expected to attend for the educational opportunities; the Green Key panel discussion is one of 25 educational seminars focused on the tourism, hotel and restaurant industries.

“If it isn’t already, ‘green’ lodging should be a top of mind issue for every conference attendee involved in the hotel industry,” explained Lopez. “Recent studies have shown that as many as 60-percent of travelers consider a hotel property’s environmental programs prior to booking. Even if minimizing your environmental footprint isn’t a priority, understanding the interests of your potential guests certainly should be.”

The IHLA adopted Green Key as its official statewide environmental initiative for the lodging industry in October of 2009. The program is managed via a partnership between the IHLA and Green Key Global. For more information on Green Key, the special IHLA membership rate or to register your property now, visit www.greenkeyglobal.com, call +1.888.752.7061 or email info@greenkeyglobal.com.

About Green Key: The **Green Key Eco-Rating Program** is the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable “green” operations. The program was originally developed for the Hotel Association of Canada by a leading environmental engineering firm. Designed *specifically for hotel operations*, the **Green Key Eco-Rating Program** is a comprehensive environmental audit that will allow each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. In the United States **Green Key** is a joint partnership between the Hotel Association of Canada and LRA Worldwide, Inc.; for more information, visit www.GreenKeyGlobal.com.

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