
CASE STUDY: Grove Park Inn Resort

Location:	Asheville, NC (Buncombe County)
Industry:	Hotel (SIC: 7011)
Pollution Prevention Application:	Waste Reduction/Reuse/Recycling
Annual Savings:	\$20,000 (August 1992 - May 1995)
Payback Period:	Immediate
Contact:	Laura Bennett, Recycling Coordinator (828) 252-2711

Background

The Grove Park Inn resort complex, a vacation retreat, implemented a comprehensive waste reduction, reuse, and recycling program in April 1989. Today, the program serves as a model for similar complexes.

Waste Reduction Activities

To reduce the amount of waste material generated and new materials purchases, the Grove Park adopted several strategies:

- Coat hangers, office supplies, wooden pallets, styrofoam peanuts, bubble wrap, and other packing materials are reused.
- Energy conservation practices include use of low-wattage light bulbs where possible and installation of motion sensors that automatically turn lights off after 7 minutes in unused meeting rooms.
- Integrated Pest Management used for the maintenance of the golf course and flowerbeds reduces the quantity of pesticides required to maintain these areas. All yard waste is composted, and tree clippings from storm damage are chipped and used for mulch.
- Old pillows and mattresses are donated to a local homeless shelter, and buffet leftovers are donated to a local organization that distributes food to the needy.
- Old sheets are recycled to make rags, pillowcases, chef scarves, and aprons.

The recycling program incorporates soda and Sterno cans, aluminum food trays, cardboard, plastic drink containers, glass (green, brown, clear, blue), paper (white, colored, computer), newspaper, magazines (when marketable), and wood scraps.

The Grove Park Inn has also made a commitment to "close the loop" by purchasing items made from recycled materials. Some examples include facial and toilet tissue, napkins, paper hand towels, computer and copier paper, envelopes, business cards, and cash register tape.

Waste Reduced and Annual Savings

Between August 1992 and May 1995, 492 tons of material were recycled. Savings from avoided landfill disposal fees were \$13,774; and revenues from sales of aluminum, cardboard, and white and office paper were \$5,731. The resort calculated that this quantity of material saved 4,500 trees, 118,000 gallons of oil, and 240 tons of other raw materials.

Other Activities

During employee orientation, the hotel's recycling guidelines are distributed to all new employees, and appreciation awards are given to employees for extra efforts in the recycling program. The monthly recycling statistics are posted on bulletin boards throughout the hotel. In 1993, the hotel sponsored a telephone book recycling program during which nearly 1,000 old books were collected.

The Grove Park Inn Resort was recognized for Outstanding Achievement in the Large Business Category of the 1995 Governor's Award for Excellence in Waste Reduction competition.