



The Red Hot Love Nest at the Hotel Triton features Red Hot Chili Pepper road cases as night stands.

Environmental

Evangelism

I spent three environmentally responsible nights in the Red Hot Chili Peppers suite at the Hotel Triton in San Francisco in mid-February. I used a recycling basket to separate paper from trash, I slept between sheets of organic cotton, and I low-flow showered. The experience felt good, was good for me—and, Kimpton executives might say, for the rest of the world.

Kimpton Hotels & Restaurants isn't the only chain to think ecologically, or "eco." Another one with a rigorous and high profile eco program is Toronto-based Fairmont Hotels & Resorts, and the Green Hotel Association in Houston claims 250 member hotels and several thousand customers. In addition, individual properties, like the La Cabana All Suite Beach Resort on the Caribbean island of Aruba, stress environmental sensitivity.

The Triton is the template for Kimpton's reputation as an

environmentally sensitive chain. Kimpton aims to be known for energy-saving retrofits, recycling, a sensible approach to consumption, and style. Recognition came last fall from California's Green Lodging Program. "We chose the Triton to launch the program," says Roni Java, public information officer for the program sponsor, the state's Integrated Waste Management Board. "The Triton is an exemplary green hotel on so many different fronts. If there's a way to save energy or protect the environment, they're doing it."

The Green Lodging Program began as a way to encourage employees who travel on state business to patronize hotels with environmental protection policies in place. Rate used to be the sole criterion. "What we wanted to do was take that existing program and add a new dimension to it," Java says.

Now that Kimpton has paved the way, the state is look-

Kimpton walks the eco walk

By Carlo Wolff