

Creating smart destinations with sustainable, innovative methods

The hospitality industry has seen a massive shift in focus internationally, from hotel design and technology to experience-based differentials - with the intention of capturing the guests' attention. As such, having a niche offering, such as green innovations which are intriguing visitors the world over, also helps.



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Hotel Verde Cape Town general manager, Lindy Meiring says: "The growth of tourism is a reminder to the industry to enhance the capacity to develop and manage tourism in a sustainable way, creating smart destinations with innovative tools to engage with your guests."

At Hotel Verde for example, guests are encouraged to get involved through many interfaces within the operation of the hotel. The gym, for instance, is home to three types of energy generating equipment, namely a bicycle, a recumbent bicycle and an elliptical machine which generate power whilst you exercise. Fun educational signage demonstrates how one's gym efforts will sustain some of a guests' daily uses of electrical equipment.

With the introduction of eco-trails, set within an indigenous eco-pool, which circulates the water through an eco-system of aquatic plants and an in-house restaurant which hosts an 'earth hour' once a week where guests can enjoy a solar-lit meal, the hotel gears to create awareness for sustainable living.

Rewarding green choices

Verdino's, the hotels in-house currency also serves as a means to reward guests for making green choices and can be earned by re-using towels, taking the stairs instead of the elevator, separating waste correctly in separation bins and choosing not to use air conditioning or the additional set of pillows provided.

Guests are encouraged to 'lighten their load' upon leaving the hotel by placing unwanted items from their luggage in the vintage suitcase at reception, which is then donated to charity.

Meiring adds: "Travel these days is more about creating memorable experiences for guests than ever before, to offer personal touches and warmth of hospitality - to give them reasons to come back, again and again, and again."

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