

Press Release

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Historic Hotel Goes Green

The Carolina Inn Unveils Environmental Procedures and Green Initiatives

CHAPEL HILL, N.C. (April 30, 2008) – Acknowledging both the need to conserve resources as well as the social consciousness of today’s travelers, many hotels and resorts have boosted their efforts to implement sustainable environmental practices. And even historic hotels – offering the charm and atmosphere of an earlier era – have made changes to become as environmentally friendly as any recently-built hotel.

At The Carolina Inn – set to celebrate its 85th anniversary in 2009 – environmentally-friendly practices abound with three primary goals: increase recycled volume by 10 percent over prior year; reduce office paper consumption by 20 percent over prior year; reduce energy consumption by 3 percent and water consumption by 2 percent over prior year.

Located adjacent to the University of North Carolina at Chapel Hill campus, the Carolina Inn has been committed to excellence and customer service since its opening in 1924.

Here are some highlights of its Environmental Procedures and Green Initiatives:

- Fluorescent bulbs are used in all 184 guest bedrooms, which use about 75 percent less energy than standard light bulbs.
- Organic meats and produce as well as eggs and heavy cream are purchased locally, in an effort to reduce the Carolina Inn’s carbon footprint and support local farmers (plus – it tastes better).
- A recycling program is in effect for the entire hotel including sleeping rooms, meeting space and service areas (recycling paper, plastic, glass, aluminum cans and cardboard).
- Purchasing Department estimates quantities tightly based on “contracted” food and beverage functions to keep food waste to a minimum.
- All public area restrooms are equipped with sensor toilets, minimizing water flow to 1.6 gallons of water per flush compared to 6-8 gallons of water used by standard toilet flushes.
- Installed low flow showerheads in all guest bedrooms, which use 2.5 gallons per minute compared to the standard 3-5 gallons per minute used by standard showerheads.
- Housekeeping Department uses a patented aqua-fusion laundry system that customizes the amount of ozone delivered to each washer. The system drastically reduces hot water usage and overall water use by 30 percent, decreases energy expenses, shortens wash cycles and reduces linen replacement costs.
- Utilize a trash compacter to minimize our contribution to landfills.

Learn more at www.carolinainn.com/green.htm

About The Carolina Inn

Recognized as one of America's "cultural resources worthy of preservation," The Carolina Inn is listed on the National Register of Historic Places with elite status as a AAA Four Diamond Award Hotel and Mobil Four Star Award-Winning Dining at the Carolina Crossroads Restaurant. From the day it opened in 1924, the 184-room Inn has played an important role in the life of the University of North Carolina and the Chapel Hill community. And it has long been one of the most popular sites in North Carolina for special events, weddings, business meetings, and academic conferences with over 13,000 square feet of flexible meeting and event space. In addition to having a rich cultural history, The Carolina Inn is architecturally significant, blending elements of antebellum Southern plantation houses with Georgian and neoclassical features often found in the Northeast. The original front of the building was modeled after the Potomac River front of Mt. Vernon. www.carolinainn.com