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OLYMPIC PENINSULA HOTELS JOIN WSLA GREEN PROGRAM

Sequim, WA: Two of the leading hotels on the Olympic Peninsula, The Holiday Inn Express and Conference Center and the Quality Inn and Suites, both in Sequim, WA have joined the Washington State Lodging Association's Green Program. The hotel's owner Bret Wirta, CEO of Wirta Hospitality Worldwide made the announcement on Earth Day 2011. Wirta said, we've pledged to the WSLA to do even more to support the environmental movement through conservation and sustainable tourism. Wirta pledged to continue to develop energy savings programs that have made his hotels conservation leaders on the Olympic Peninsula. Wirta has pledged to win the Energy Star conservation designation for the Quality Inn for the third year in a row, while the Holiday Inn Express and Conference Center continues to save energy with its forty-four solar panels and green roof. Wirta has also pledged to develop a website that highlights outdoor activities in the Olympic National Park with links to local tourism-based businesses. Wirta will improve the hotel's recycling program by implementing in-room recycling and removing all styrofoam from their waste-stream. Sales and Marketing Manager Damian Humphreys said, "Our goal is to continue to be a good neighbor to the Peninsula and our planet. Improvements like the ones we are pledging today will help the Olympic Peninsula to be known as a center of eco-tourism. This will help make our local tourism businesses more viable."

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