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HISTORIC INNS OF ROCKLAND DEDICATED TO ECO-FRIENDLY TOURISM

Kicking off their campaign on National Change a Light bulb Day, three Maine inns are dedicated to doing their part to help the environment one shopping bag at a time

Rockland, ME – Quietly, yet tenaciously, the [Historic Inns of Rockland, Maine](#), are working hard to offer sustainable tourism in Maine. All three member inns have been certified by the State of Maine as [Hospitality Environmental Leaders](#), making them the first known B&B association in New England totally dedicated to sustainable eco-tourism. Recognizing that it may take some “INNspiration” to turn the world green, starting on October 3, 2007 in recognition of National Change a Light bulb Day, the Historic Inns of Rockland began offering an ENERGY STAR compact fluorescent light bulb to each guest with a message about how to take the eco-pledge. In July, 2008, the Historic Inns of Rockland replaced the light bulb gift with a reusable shopping bag as a way to help guests learn to conserve, a gift they continue to offer to guests today, and have been working tenaciously since to be environmental stewards.

The list of Historic Inns of Rockland’s environmentally-friendly practices is long, ranging from widespread use of compact fluorescent bulbs and solar lighting to donation and recycling of old towels, clothing, shampoo and soaps to local charities. The group has collectively negotiated a contract for use of bio-fuel for heating oil and instituted creative recycling programs for inn and guest products ranging from plastic bottles to office products.

As leaders within the community, the Historic Inns of Rockland expand their efforts to share the proceeds from their events with less fortunate Midcoast families. More than

\$85,500 has been donated by the group to the Area Interfaith Outreach Center Food Pantry and Fuel Assistance Program, proceeds from the [Pies on Parade](#) event coordinated by Historic Inns of Rockland, with nearly another \$40,000 in cash and in-kind services through other fundraising programs. Additionally, in the past decade Historic Inns of Rockland have donated thousands of dollars and in-kind services to the Maine Audubon to support the work to study and preserve the puffin population and support the Puffin Project exhibit in Rockland, along with donations to community groups like Friends of Rockland Library and Coats for Kids.

Moreover, Historic Inns of Rockland created the “No Fueling” package for two years partnering with Eastern Tire & Auto Service Inc. to give those staying for three days a complimentary tune up to improve the fuel efficiency of their cars, a \$55 value. This allowed their guests to drive home greener than when they arrived.

Taking the green scheme beyond recycling and light bulbs, the Historic Inns of Rockland believe in a wider approach to sustainable tourism. “We are dedicated to giving more than lip service to sustainable tourism practices,” said PJ Walter of the LimeRock Inn. “Our members joined together to become recognized environmental leaders, and in doing so we’ve educated not only ourselves but our guests in easy ways to adopt eco-friendly travel and to give back to the community,” finished his colleague, Ed Hantz of the Granite Inn. All three member innkeepers have also completed Serve Safe certification to insure food safety in their inns.

While the list is long, here are some highlighted “green schemes” in place at all three of the Historic Inns of Rockland:

Association Eco-Tourism Initiatives:

- Each guest was given an ENERGY STAR compact fluorescent bulb along with information about how 400 pounds of greenhouse gas emissions can be saved if each person changes just one bulb. Starting in 2008, the Historic Inns of

Rockland began giving each guest a reusable shopping bag in an effort to help eliminate plastic waste and they continue to give one to each guest today.

- Development of guest travel packages that feature Audubon's Puffin Exhibit, Capt. Jack's Lobster Adventure, and several windjammer cruises as ways to learn about the marine environment and see the coast via wind power.
- Development and promotion of a "Car Pooling" package to reward guests for carpooling when staying at Historic Inns of Rockland, Maine.
- Creation of a package partnering with the Eastern Maine Railroad to encourage people to take the train to Rockland instead of driving, stay overnight at a Historic Inn of Rockland, and walk to the downtown shops, restaurants and harbor.
- Creation of the "No Fueling" package to help improve fuel efficiency of guests' cars.
- Development of the Lobsterpalooza Celebration to focus attention and aid on the Penobscot Bay fishing community.
- Donation of nearly \$100,000 to community aid organizations.
- Use of compostable paper products and re-usable forks during Pies on Parade tour.
- Preserved historic and architecturally significant buildings as historic bed and breakfast inns.

General practices at Historic Inns of Rockland:

- Widespread use of compact fluorescent bulbs and LED emergency lights
- Use of lights on dimmer switches and timers throughout guest and common areas
- Zoned heat and group contract for bio-fuel heating oil
- Use of storm windows and doors to improve energy efficiency
- Purchase and use of energy efficient appliances
- Recycle old telephone books and reuse old furniture, china, linens via donations to local charities

- Donation of old linens and towels for re-use at Animal Shelters, old bathrobes for local Women's Domestic Violence Shelter, unused shampoos/conditioners to homeless shelter, unclaimed guest clothing to Salvation Army, and collection of coats, hats and mittens for Coats for Kids.
- Recycling centers for newspapers, plastic, glass and metals; housekeepers trained to remove recyclable goods from common trash in rooms (i.e. newspapers, plastic bottles, soda cans)
- Post placards to announce waste reduction options and available guest participation in being "green"

Inn Initiatives:

- Use of Green Seal Certified cleaning products
- Purchase concentrated cleaning supplies in bulk and use of refillable bottles
- Use of paper liners in trashcans versus plastic bags
- Purchase phosphate free laundry soaps in bulk and recycle plastic soap containers.
- Use of refillable bath soap, shampoo, conditioner in guest rooms
- Use of environmentally friendly packaging for guest room amenities
- Use of daily newspapers available centrally to all guests instead of automatically to all guest rooms
- Using open windows, window shades, and fans to provide shade and comfort to guests minimize the need for air-conditioning.
- Linen Program – change sheets every 3 days, at checkout, or upon request
- Towel Program – change towels upon request by guest
- Use washable cups in place of disposable cups in guest bathrooms
- Use and purchase of reusable food storage containers
- Use paper products for "to go" request
- Use reusable cups for coffee and beverages in common areas
- Committed to using eco-friendly, non-plastic cutlery made of corn starch at events
- Purchase locally grown, organic products and in bulk where possible

- Reuse and recycle plastic bags
- Use and purchase of recycled paper and office products and recycling of used print cartridges.
- Use and purchase of recycled paper products for printing needs
- Use of all-natural lawn care and gardening products containing no pesticides
- Solar path lighting installed
- Collecting “compost” waste for local farmer for pig feed and composting
- Use of non-toxic ice treatment products.

While traveling green can be easy, it's not without its price tag. The Historic Inns of Rockland have endured some hefty initial cash outlays and seen a ten to fifteen percent increase in costs associated with switching to eco-friendly products. Additionally, the group has donated thousands of dollars to local eco-friendly organizations to insure their work can continue. “But it's not all bad news.” said Frank Isganitis of the LimeRock Inn. “We've also seen a ten to twenty percent saving in our electric bill as a result of switching to CFL bulbs, and buying concentrated Green Seal certified cleaning products has reduced the cost to just pennies per quart. We know that we need to put our money where our mouth is in order to demonstrate our pledge to sustainable tourism, so clearly it's worth a small increase in operating expenses.”

The Historic Inns of Rockland are all within walking distance of one another and within Rockland's vibrant downtown. Historic Inns of Rockland include the [Granite Inn](#), [LimeRock Inn](#) and [Berry Manor Inn](#).

About Historic Inns of Rockland, ME

Historic Inns of Rockland is comprised of three distinctive inns located in Rockland, Maine's historic district. Each offering a unique experience and décor from modern urban chic to Victorian or European styled, the three Historic Inns of Rockland offer haute hospitality within easy strolling distance of Rockland's thriving downtown restaurant, shopping and museum district and waterfront. From luxury to pet and kid-friendly, Historic Inns of Rockland are the ideal home base for exploring all that coastal

Maine has to offer. Simply put, it's the Rockland Way To Stay. For more information, visit www.HistoricInnsOfRockland.com, call 207-596-6611 or consult each participating inn's website for more specific pricing and details of this package: LimeRock Inn (www.LimeRockinn.com), Berry Manor Inn (www.BerryManorInn.com), or Granite Inn (www.oldgraniteinn.com).

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High resolution photos available upon request.