



Fast Facts about Gaylord Hotels Environmental Initiatives

According to recent research, 67 percent of meeting and incentive professionals have taken environmental considerations into account when planning a conference or incentive program. Gaylord Hotels, a collection of four, upscale, meetings-focused resorts, is quickly becoming the location of choice for these planners based on their current environmental initiatives and continuing eco-logical journey. Below are a few examples of the current initiatives that Gaylord Hotels is taking.

Gaylord Hotels Brand Initiatives

Recycling

- At each Gaylord Hotels resort, guests have the option to reuse their bathroom towels and bed linens, reducing the resort's laundry by more than 4 million pounds and saving 6 million gallons of water in the past 12 months alone.
- Gaylord Hotels is now transitioning to recycled paper for its printing needs. It takes 64 percent less energy and 58 percent less water to manufacture paper from recycled stock.
- Each Gaylord Hotels resort has an ink cartridge and toner cartridge recycling program at their on-site business centers to reduce waste.
- Gaylord Hotels has plastic and cardboard recycling programs in place in back-of-house areas, reducing waste. According to the National Resources Defense Council, it takes 70 percent less energy to recycle plastic versus using raw materials to manufacture. Gaylord Palms has a front-of-the-house recycling program in place; the other three sister properties are working on implementing the same before the end of 2008.

Energy

- Electricity use accounts for about 70 percent of the utility costs of an average hotel. Gaylord Hotels has discovered that this cost is controllable, without sacrificing guest comfort. This innovative technology features occupancy sensors that automatically monitor and adjust individual room temperatures. For example, a sensor will automatically modify the room temperature to “energy efficient” mode when no guests are detected, then back to the most comfortable temperature upon the guest’s return.
- Gaylord Hotels strives to purchase office equipment with built-in power management features, ensuring energy efficiency. Power-management features switch to a low-energy mode when not in use, which not only saves energy but helps equipment run cooler and last longer.
- Motion sensors are in place in all offices, ensuring energy efficiency. In a “high-touch” business like hospitality, Gaylord Hotels’ leaders are often out of their offices. After a pre-determined absence, motion sensors turn off individual office lights.

Clean Air

- Gaylord Hotels’ atriums are home to more than 500,000 individual plant specimens. Studies have shown that the atmosphere in indoor spaces filled with houseplants typically contain substantially cleaner air and 50 to 60 percent fewer mold spores and bacteria. One tree can filter up to 60 pounds of pollutants from the air every year.
- To ensure maximum efficiency, air-handler units and coils are cleaned regularly and systematically, ensuring clean air and substantially increased energy efficiency.
- High Efficiency Particulate Air (HEPA) filters are in use in guest rooms and public spaces, ensuring clean air.

Food and Beverage

- Gaylord Palms is a member of the Slow Food organization a group formed to counteract fast food and fast life, the disappearance of local food traditions, and people’s dwindling interest in the food they eat, where it comes from, how it tastes, and how our food choices affect the rest of the world.
- Gaylord Hotels’ resorts have had a “market-inspired” philosophy in menu planning. This year, these culinary professionals have taken the philosophy one step further, by committing to supporting local, organic and sustainable farming in an effort to protect our environment, as well as enhance and grow our local economy.

- The properties work with local food banks to donate excess prepared food to local soup kitchens.

Meeting Planners

- Gaylord Palms has worked with one of its full-service destination management company partners, Convention Planning Services, to source eco-friendly promotional products, along with identifying 24 different speakers who can deliver talks on green topics. This partner also is assisting meeting planners in off-setting the carbon footprints of their meetings through local and national initiatives.

Individual Gaylord Resort Initiatives:

- Gaylord National has installed compact fluorescent lighting in all guest rooms to reduce electric consumption from lighting by as much as 70 percent as compared to traditional incandescent lighting.
- A well-water filtration system at Gaylord Opryland provides non-domestic water for laundry, powerhouse boilers, cooling towers, gas-turbine cooling, fluid drives, all irrigation on property, the Delta River (1/4-mile man-made indoor river in the Delta atrium), and ESP generators. Tunnel washers at this hotel clean water as long as it is reusable. Heat from waste water is recovered to heat clean water at the laundry.
- The pest control team at Gaylord Opryland has increased the amount of biologicals used in preserving the health of its indoor (and outdoor) plants, in order to keep the atrium ecosystems environmentally balanced. For example, the number of predatory insects used for the control of pest insects is being increased. The insects die out after they eat all of the plant-damaging insects; therefore the system takes care of itself. Bio-rational pesticides are now used in the garden atriums instead of chemically engineered ones.
- Gaylord Palms is developing a new system of electronic signs throughout public spaces, allowing meeting planners to display dynamic event-specific messages, while eliminating the need for disposable signage.
- Gaylord Palms has an energy management system in place which interfaces with the hotel's computer system that keeps track of scheduled meeting space. These two programs can now coordinate so that air conditioning is appropriate when meeting rooms are in use, based on the number of people in the room. In addition, air conditioning is adjusted in unoccupied meeting rooms.

- Gaylord Texan has received the Sylvania Ecologic Certification Award for having 75 percent of the hotel lighting products qualify as environmentally friendly.

About Gaylord Hotels®

Gaylord Hotels® is a collection of four upscale, meetings-focused resorts which also afford endless opportunities for leisure travelers. The hotel company's hallmark—"everything in one place"—provides meeting attendees and vacationers with diverse dining options, quality spa and fitness center services, top-notch entertainment, on-site shopping and endless resort activities—all within each resort. Gaylord Hotels is a pioneer in the hotel and convention industry with properties in the nation's most desirable event destinations. Gaylord Hotels include Gaylord Opryland® Resort & Convention Center in Nashville, Tennessee; Gaylord Palms® Resort & Convention Center in Kissimmee, Florida near Orlando; Gaylord Texan® Resort & Convention Center on Lake Grapevine near Dallas, Texas; and Gaylord National Resort® & Convention Center on the Potomac in National Harbor, Maryland, which opened in April 2008. Gaylord Hotels is owned and operated by Gaylord Entertainment (NYSE: GET), a leading hospitality and entertainment company based in Nashville, Tenn.

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