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Caribe Royale Orlando Designated Official Florida Green Lodging Destination

October 16, 2008 (ORLANDO, FL) – This month the Caribe Royale Orlando All-Suites Hotel & Convention Center was designated an official *Green Lodging* Destination by the state of Florida. This was the first attempt by the hotel to achieve this designation. Established in 2004, the Florida *Green Lodging* Program was created to recognize and reward environmentally conscientious lodging facilities in the state, and has since seen rapid growth with the increase in awareness of “Green” initiatives across all industries. The Florida *Green Lodging* Program is unique in that it covers an all-inclusive list of environmental initiatives that are specific to the Florida environment. As one of the state’s leading drivers of revenue and jobs, the hospitality and lodging industry, in particular, has a significant impact on Florida’s environment.

“We have always been focused on reusing and recycling our hotel resources, but working toward achieving this designation has allowed us to see how much more we can do for the environment,” said Gerald Urquiola, general manager of Caribe Royale Orlando.

The Caribe Royale Orlando began work toward achieving this designation in early 2008, with the formation of a “Green Committee” which structured a plan to change the hotel practices to align with environmentally friendly standards and Florida *Green Lodging* requirements. Water conservation, energy efficiency, waste reduction, clean air practices and communication were the five components of the plan, with detailed measures within each area to be completed and communicated by all departments within the hotel.

“Our employees have truly embraced our green efforts, and many have come forward with their own ideas to improve upon the minimum standards required by the state. Our next goal is the Two Palm Designation, for which we will become eligible in twelve months,” said Urquiola.

There are three levels of palms - One, Two and Three - that *Green Lodging* Destinations can achieve after meeting certain time and compliance requirements. Many of the requirements represent additional reductions in energy and water consumption, as well as continual improvement in all five components of the program.

The jointly owned and operated Caribe Royale Orlando All-Suites Hotel and Convention Center and the adjacent Buena Vista Suites Hotel, both located in the lake Buena Vista area, 16 miles from Orlando International Airport, combine to form Orlando’s largest independently owned all-suite hotel combination.

More information about Caribe Royale Orlando and Buena Vista Suites is available by visiting <http://www.buenavistasuites.com> and <http://www.cariberoyale.com>. Caribe Royale Orlando and Buena Vista Suites are properties of the Sierra Land Group in Glendale, California.

More information about the Florida *Green Lodging* Program is available by visiting <http://www.dep.state.fl.us/greenlodging/default.htm>.

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