



THE BENJAMIN  
AN EXECUTIVE SUITE HOTEL

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**THE BENJAMIN EXPERIENCE:  
ECO-AWARENESS AT NEW YORK'S ONLY  
ECOTEL®-CERTIFIED HOTEL**

**OVERVIEW:**

The Benjamin, Denihan Hospitality Group's (DHG) first Executive Suite Hotel, places environmental responsibility among its core values. The hotel's "green" commitment is expressed not only in its design and infrastructure, but in its management and operation as well, enabling The Benjamin to become New York City's only ECOTEL®-Certified hotel.

**ECOTEL®:**

The ECOTEL® Certification is awarded to hotels and resorts demonstrating a heightened level of environmental responsibility. ECOTEL® Certification evaluations are based on stringent criteria developed by HVS International as well as hospitality and environmental experts such as the Rocky Mountain Institute, The Ecotourism Society and Cornell University's School of Hotel Administration. Under this rating system, experts perform rigorous inspections of the property's physical facility, equipment and operating procedures, and conduct interviews to determine if the property has earned enough points in five categories represented by "globes." Based on the final score, properties are awarded from zero to five ECOTEL® Globe Awards.

While hundreds of properties have been evaluated, only 37 properties in eight countries have become members of the ECOTEL® Collection. The unique efforts that these hotels employ to help protect and preserve the environment have made the ECOTEL® Certification a recognized benchmark of environmental integrity.

**FIVE-GLOBE STATUS:**

The Benjamin is one of just four hotels in the world to earn all five ECOTEL® Globe Awards: Energy Efficiency, Solid Waste Management, Water Conservation, Legislative Compliance/Land Preservation and Employee Environmental Education/Community Service.

**IMPLEMENTATION:**

From the beginning of The Benjamin's renovation project, design specifications and purchasing decisions were made to ensure energy and water efficiency. This strategy has enabled The Benjamin to bring the entire hotel, from its plumbing and electrical infrastructure to its operational philosophies, up to stringent ECOTEL® standards. These initiatives are evident both back-of-house and in the suites.

The Benjamin's environmental mission begins in its philosophy and extends to the practical, with programs that involve not only the staff, but the guests as well. The following are aspects of the award-winning program:

- One of New York's most comprehensive recycling and waste management programs based on the 'zero waste' theory including guestroom recycling baskets
- Multi-level environmental education program for all managers and staff members
- A water conservation program in which guests may indicate to housekeeping whether or not they want their bed linens and bath towels refreshed by placing a "Benjamin Rosette" ornament on their pillow.
- All rooms are equipped with water-saving shower heads
- Argon-gas filled windows for energy conservation and noise pollution.
- Energy-conscious lighting
- Motion-censored light switches in Executive offices
- Use of post-consumer recycled papers in all operational and marketing materials

**AWARDS:**

The Benjamin received the Environmental Awareness Lodging Leadership award at the 15<sup>th</sup> annual Hotel Industry Investment Conference in February 2000 and was featured on Discovery Health by Sara Snow in March 2007

**INFORMATION:**

For more information on the ECOTEL® Certification, the hallmark of environmentally sensitive hotels, call 1-800-FON-4-ECO.

For reservations, visit [www.thebenjamin.com](http://www.thebenjamin.com), call 1-888-4-BENJAMIN, or contact your travel consultant.

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