

# Crowne Plaza Atlanta Perimeter at Ravinia

Linen and Towel Reuse Program Case  
Study  
October 2010



# About the Crowne Plaza Ravinia

- ❖ Crowne Plaza Atlanta Perimeter at Ravinia is a 495 rooms hotel with 32 000 sq ft of meeting space.
- ❖ Green Steering Committee was established in October 2008
- ❖ The hotel received a Green Globe Certification in October 2009 and Good EarthKeeping Award from the Georgia Hotel and Lodging Association in March 2010.

# Green Housekeeping Operations

- ❖ Use of eco-friendly cleaning chemicals in guest rooms (Procter & Gamble)
- ❖ Use of eco-friendly vacuum and carpet cleaners (Windsor brand)
- ❖ Currently converting to sustainable bedding packages - linen made of eucalyptus, pillows made of recycled plastic. The traditional duvets with duvet covers were replaced with coverlets. 85 rooms converted as of now.
- ❖ Collateral printed on recycled content paper
- ❖ Linen and towel reuse program since 2005
- ❖ and more

# Towel and Linen Reuse Program

- ❖ Implemented in 2005
- ❖ Bed linen is changed every 3rd night of guest's stay, unless guest requests new linen - Approximately 80% participation from guests
- ❖ Towels are replaced upon guest's request - Approximately 45% participation from guests
- ❖ Linen cards are placed in all guest rooms encouraging guests' participation



# Tracking of Results

- ❖ Use of spreadsheets to quantify the results - <http://www.projectplanetcorp.com/index.php?go=track>
- ❖ Housekeeping personnel continuous training through daily stand-up and monthly meetings
- ❖ Created report in the PM system that prints out the rooms that should have their linen changed. Rooms are then highlighted on the room attendant's sheets.
- ❖ Savings realized on laundry and housekeeping labor; laundry chemicals, energy, gas and water; improved productivity in Housekeeping and Laundry departments

**Project Planet - Track Your Savings**

Date	Occupied Rooms	Beds Not Changed	Sheets Not Changed	Towels Not Changed	Laundry Loads Saved	Water Saved 165 Gal	Elec/Gas Dry Time 70 min/load	Chemicals Saved (\$1.05/load)	Month:	Total Laundry labor saved (30 min/Rm)	Rooms not changed	Maid Time Saved (5 min/Rm)	Elect Wash Time Saved (35 min/wash)
Sample	121	88	264	144	9.47	1562	662.67	\$9.94		284	60	300	331.33
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**Constant Factors:**

1. 165 Gallons Water to Wash
2. 45 Sheets per Load
3. 35 Minutes Wash Time per Load
4. 70 Minutes Dry Time per Load
5. \$1.05 Chemical Cost per Load
6. 6 Minutes to Load/Unload Washer/Dryer
7. 12 Minutes Fold Time X 2 People
8. 5 Minutes per Left Room Maid Time Saved

**Summary of Savings:**

Total Chem Cost:	
Total Water:	
Total Dry Time:	
Total Wash Time:	
Total Laundry Labor:	
Total Maid Labor:	



**Summary of Savings:**

Total Chem Cost:	\$	595.67	
Total Water:		93600.88	Gal
Total Dry Time:		661.86	hrs
Total Wash Time:		330.93	hrs
Total Laundry Labor:		283.65	hrs
Total Maid Labor:		349.59	hrs

- ❖ Based on one month tracking with occupancy 66.7%, the above savings were realized.

# Looking Forward

- ❖ Convert all bedding to sustainable linen by the end of 2011
- ❖ The sustainable bedding package realizes additional savings in labor, energy, gas, water, while increasing guest satisfaction:
  - ❖ no need to iron coverlets
  - ❖ reduced drying time by about 40%
  - ❖ reduced washing time about 30%
  - ❖ reduced time for making beds