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Martin Resorts Shares Water Conservation Plan San Luis Obispo County Hotel Company Wants to Make Every Drop Count

June 15, 2015 – Martin Resorts is celebrating its newest green achievement – a thorough plan designed to slash the hotels water use by more than 25 percent - through initiatives implemented at the company’s five hotels in San Luis Obispo County. “Over the past several years we’ve replaced every faucet, every toilet, and all of our laundry equipment to make sure we’re making every drop count,” said Margaret Johnson, chief operations officer for Martin Resorts. “The recent operational changes we’ve made are designed to lessen water usage at our hotels to an even greater degree.”

The boutique hotel company with three locations in Pismo Beach, one in Avila Beach, and one in Paso Robles has adopted a wide variety of water-responsible practices, including a new program to offer guests a \$5 credit for foregoing housekeeping services. In addition, the hotels have already removed large areas of grass, replacing it with drought tolerant plants or artificial turf. Additional areas of lawn will be removed in the coming weeks. “Our hope is that by educating both our guests and employees about our efforts to save water, that they will also take the knowledge home, helping our state overall,” said Johnson.

Laundry list of initiatives include:

- Replacing aerators on all faucets which reduce water flow by 30 percent
- Preventative maintenance to check all valves, faucets and toilets for leaks
- All toilets use 20 percent less water than required by current federal standards.
- Tent cards placed in guest rooms to educate guests on water saving habits
- Washing machines have been replaced with energy/water efficient machines. These machines will use only the amount of water needed based on the weight of the load.
- A \$5 nightly credit to any guest willing to forego housekeeping service on multiple night stays
- Replaced glassware in the rooms and breakfast room with non-washable biodegradable cups and dishware
- All staff members have been educated about the drought and trained on new water-saving cleaning methods.
- An incentive program has been created for housekeeping teams at the properties that show measurable savings each billing cycle
- Replaced lawn areas with drought tolerant landscaping, artificial turf, or stone patios
- Completely stopped watering some large lawn areas

About Martin Resorts: From oceanfront hotels in the popular beach towns of Pismo Beach and Avila Beach to an historic garden inn located in the heart of Paso Robles wine country, each Martin Resorts hotel is a unique experience for California weekend getaways, family vacations, and business meetings, when companies want to meet halfway between Los Angeles and San Francisco. California's best beaches, breathtaking ocean views and stunning sunsets, exceptional golf, an abundant wine country and farm-to-fork dining experiences, and historic Hearst Castle are within easy reach. For more information and hotel reservations, visit www.MartinResorts.com.

Guestroom tent card

You can help us make a difference!

Here are a few ways you can help us conserve water during your stay:



Turn off the faucet while you brush your teeth.

 saves 10 gallons/day



Take five-minute showers instead of ten-minute showers.

 saves 12.5 gallons/shower



Request to have your sheets changed every third day of your stay.

 saves 6-8 gallons/set of sheets



Hang up towels you wish to reuse.

 saves 6-8 gallons/set of towels

If staying more than 2 nights,
receive a \$5 Housekeeping Credit for
declining housekeeping services.
Ask the Front Desk for more details!

*All water measurements are approximations.

Lawns replaced with artificial turf or drought tolerant plants.



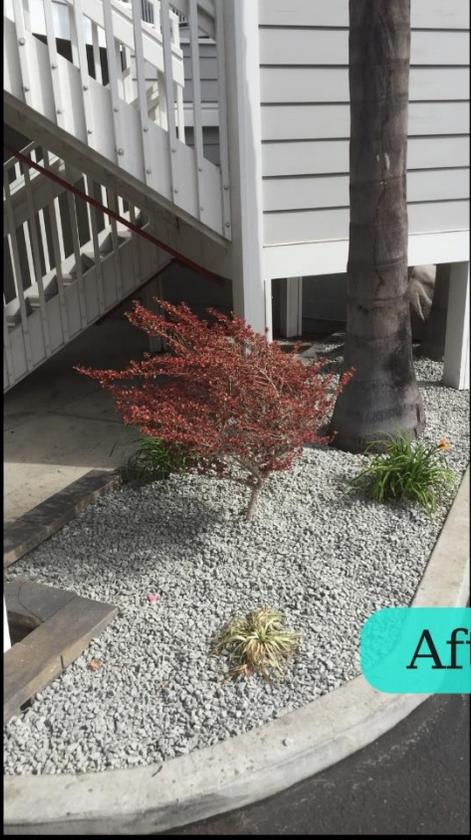
Before



After



Before



After

