



For more information contact Lori Keller, [lorik@martinresorts.com](mailto:lorik@martinresorts.com), (805) 547-2711

## **Visitors Help Reduce Water Usage in San Luis Obispo County**

July 7, 2016– San Luis Obispo County visitors played their part in helping local hotel company, Martin Resorts, reduce water usage by 104,584 gallons in 2015 compared to 2014. 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 program to offer guests a \$5 credit for declining housekeeping services.

“We implemented our water conservation plan with a goal of cutting our hotels’ water use by more than 25%. This goal was met and surpassed through the help of our guests. We actually rented 1,671 more rooms in 2015 and were still able to exceed our goals,” says Margaret Johnson, Chief Operating Officer for Martin Resorts.

Guests were educated about the California drought and Martin Resorts’ efforts to help conserve water upon check-in. “We found that once the guest was educated about the program, they were eager to participate and to do their part to help,” Johnson said. The company is hoping to get even more guests to participate this year and now offers a \$10 credit for declining housekeeping services.

Other significant water saving measures at the hotels included installing low-flow toilets, shower heads and faucets, replacing landscaping with drought tolerant plants and artificial turf, changing sheets every third day of a guest’s stay and replacing towels left on the floor, unless requested to do so.

Martin Resorts is well on pace to exceed last year’s conservations numbers. As for 2016, in April their usage was recorded to already be reduced by 54,196 gallons—well exceeding anticipations and predicting usage will be even lower than 2015’s numbers. Together, Martin Resorts and their guests continue to make every drop count.

**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](http://www.MartinResorts.com).