



Cornell Industry White Paper Details Sustainability “Road Map” in Hospitality Sector

Profitability Is Key to Willard InterContinental's Far-reaching Environmental Program

Ithaca, NY, August 6, 2008 -- Offering a detailed “road map” for sustainable operation, a new Industry White Paper from the Cornell Center for Hospitality Research details the comprehensive program implemented by the Willard InterContinental Hotel. The report, “Sustainable Hospitality©: Sustainable Development in the Hotel Industry,” is written by Hervé Houdré, general manager of the Willard. In addition to explaining the Willard's sustainable development program, the Cornell Industry Perspectives paper outlines environmental efforts by several of the hotel industry's major companies, including InterContinental, Marriott, and Taj.

Houdré explains that the basis of sustainable hotel operation is a three-part balance, expressed as “profits, people, and planet.” By taking those three elements into account, Houdré suggests, a sustainable development program becomes economically viable, as well as beneficial to the community and environment. As a result, the “road map” for the Willard InterContinental's sustainability program extends far beyond conservation and recycling to conducting programs in the surrounding community and encouraging both guests and employees to consider a healthy lifestyle.

As part of its sustainability program, the Willard InterContinental has switched its electricity source to 100-percent wind energy, has encouraged employees to walk or run nearly 4,300 miles in 2007, has begun a program of planting Cherry trees near the National Mall, and maintaining Pershing Park, which faces the hotel.

“Our hotel will demonstrate the way that sustainable development will be integral to future hotel operation,” writes Houdré. “I see this as a long-term strategy.” Given the length of time that the Willard has been in operation, Houdré believes that the long term is at least the next one hundred years.

Opened in 1850 on the site of The City Hotel, which was built in 1818, The Willard InterContinental Hotel has become known as “America's Hotel” because every president since Zachary Taylor has stayed or attended functions at the Willard, and the hotel's history has reflected that of the nation. Comprising 332 guest rooms (including 40 suites) and nearly 20,000 square feet of function space, the Willard is located adjacent to the National Mall in Washington, D.C., two blocks from the White House.

An American institution, the Willard InterContinental is located in the heart of the nation's capital on Pennsylvania Avenue, near the White House, the Smithsonian museums and the downtown business and theatre districts. A leader in Sustainable Hospitality, the Willard is the Washington D.C. hotel of choice for heads of state and leaders of the world's business, cultural, social and political elite. The hotel's 332 well appointed large guestrooms include 40 elegant suites. Dining options include The Willard Room fine dining restaurant and Café du Parc, the popular French bistro with seasonal outdoor seating and traditional Afternoon Tea in Peacock Alley. The luxurious Red Door Spa offers a wide array of pampering treatments. The classic Willard InterContinental combines heritage and luxury with contemporary comfort and the latest technology. Visit www.washington.intercontinental.com.

“Willard InterContinental - The Next 100 Years” is a holistic sustainable hospitality program in harmony with social and ecological consciousness. Visit www.willarddc.com/sd, a comprehensive guide to the Willard's sustainability efforts.

Flanked by an elegant portico and marble columns, the multi-level Willard Collection is a plaza comprised of fine retail shops, a courtyard with fountain and seasonal outdoor seating, the Willard Office Building, the Occidental Restaurant, The Willard Room and Café du Parc restaurants, anchored by the historic Willard InterContinental Hotel. Visit www.carrhospitality.com; Tel. 202-349-1441, or visit, www.washington.intercontinental.com.