

# HAWAI'I HOTEL SURVEY



**Thank you for taking the time to fill out this survey! If you have any questions or require assistance, please contact CORAL's Hawai'i Field Manager Liz Foote at [Lfoote@coral.org](mailto:Lfoote@coral.org) or (808) 669-9062.**

Options to submit your completed survey:

- Email word file or scanned hard copy to Liz Foote ([Lfoote@coral.org](mailto:Lfoote@coral.org))
- Mail hard copy to Liz Foote at 160 Kinohi Loa Loop, Wailuku, HI 96793
- Maui or Hawaii Island only: Arrange for pick up by CORAL staff by calling/emailing Liz Foote on Maui (808 669-9062, [Lfoote@coral.org](mailto:Lfoote@coral.org)) or Kara Osada-D'Avella on Hawaii Island (808 896-1889, [kara@coral.org](mailto:kara@coral.org))

**More information about this project can be found at:**

<http://www.coral.org/hawaiihotels>

***Survey Confidentiality:*** *Unless the respondent waives confidentiality for specified uses, we shall hold as privileged and confidential all information that might identify a respondent with his or her responses. We shall also not disclose or use the names of respondents for non-research purposes. All data will be used in a form that will make it impossible to determine the identity of the individual responses. That is, the survey responses will not be integrated, analyzed, or reported in any way in which the confidentiality of the survey responses is not absolutely guaranteed.*

## Part I

### General Information

*Please answer the following questions*

<b>Name of hotel/condo:</b>	
<b>Number of rooms:</b>	

<b>Island:</b> <input type="checkbox"/> Hawai'i Island <input type="checkbox"/> Maui <input type="checkbox"/> Lana'i <input type="checkbox"/> Moloka'i <input type="checkbox"/> Oahu <input type="checkbox"/> Kauai
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<b>Name &amp; Title of person primarily filling out this survey:</b>	
<b>Name(s) &amp; Title(s) of additional respondents:</b>	

<b>Primary respondent's email address:</b>	
<b>Primary respondent's phone number:</b>	

**The following questions are designed to help us better understand your hotel's stewardship efforts and current level of environmental sustainability.**

<b>Does your hotel have an official environmental sustainability program in place?</b>	
<i>Please check all that apply, and provide additional details below</i>	
<input type="checkbox"/>	No
<input type="checkbox"/>	Yes, we have an official policy/program; it is maintained internally within our management
<input type="checkbox"/>	Yes, we have an official policy that is available on our website for reference
<input type="checkbox"/>	Yes, we have an official policy that is communicated to the public and our guests in other ways
<b>Please provide any additional details below (including link(s) to your website) about your policy and program and how it is communicated:</b>	

<b>Please tell us about your staff's involvement in sustainability initiatives.</b>	
<i>Please check all that apply, and provide additional details below</i>	
<input type="checkbox"/>	Our hotel's staff does not dedicate any time to environmental sustainability initiatives
<input type="checkbox"/>	Our hotel has staff that are dedicated partially to environmental sustainability initiatives (i.e. they have other duties and devote some time to sustainability)
<input type="checkbox"/>	Our hotel has staff that are dedicated solely to environmental sustainability initiatives
<input type="checkbox"/>	Our hotel has created an official standalone position and title for staff dedicated to sustainability initiatives
<b>Please provide any additional details below that you would like to share about your staff's involvement in sustainability initiatives:</b>	

<b>Is your hotel certified in any local, state, federal, or international certification program(s) focused on environmental sustainability?</b> <i>Please check all that apply</i>		__Yes	__No
	Hawaii Green Business Program (Department of Business, Economic Development and Tourism)		
	Sustainable Travel International/Expedia "Green Hotel Certified"		
	Global Sustainable Tourism Council/Travelocity "Eco-Friendly Hotel"		
	Green Key		
	LEED		
	Other:		
<b>Please provide any additional details below that you would like to share about your hotel's certifications:</b>			

<b>Does your hotel provide any talk(s) or briefing(s) for guests that include information on coral reef ecology and etiquette?</b> <i>Please describe; check all that apply:</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	We offer a standalone presentation on coral reefs and reef etiquette, outside of our watersports company (if applicable)	
	Our watersports company conducts a briefing for clients	
	We offer a presentation that is part of another presentation, such as a breakfast activity briefing	
	<b>Length:</b> <input type="checkbox"/> 5 minutes or less <input type="checkbox"/> 5 to 30 min <input type="checkbox"/> 30 minutes or more	
	<b>Frequency:</b> <input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Less than monthly	
	The presentation(s) is/are given by hotel staff	
	The presentation(s) is/are given by an independent organization, agency or business (please note which one(s), below):	
<b>Please provide any additional details below that you would like to share about your hotel's talks or briefings for guests:</b>		

<b>Does your hotel have watersports center(s) that offer rentals and/or lessons for guests?</b>	__Yes	__No
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<b>Please answer the following about your hotel's watersports center(s):</b>							
	We have one watersports center						
	We have more than one watersports center						
	Our watersports center(s) is/are managed solely in-house						
	Our watersports center(s) is/are managed solely by a third-party company						
	We have watersports centers managed both in-house and by a third party company						
<b>If you contract with third-party watersports center(s), please provide the company name(s) here:</b>							
<table border="1"> <tr> <td data-bbox="219 1033 992 1173"><b>Is the watersports center participating in the West Hawaii Voluntary Standards for Marine Tourism (<a href="http://www.WestHawaiiMarineTourism.org">www.WestHawaiiMarineTourism.org</a>)?</b></td> <td data-bbox="992 1033 1099 1173">__Yes</td> <td data-bbox="1099 1033 1206 1173">__No</td> <td data-bbox="1206 1033 1395 1173">__Not Sure</td> </tr> </table>				<b>Is the watersports center participating in the West Hawaii Voluntary Standards for Marine Tourism (<a href="http://www.WestHawaiiMarineTourism.org">www.WestHawaiiMarineTourism.org</a>)?</b>	__Yes	__No	__Not Sure
<b>Is the watersports center participating in the West Hawaii Voluntary Standards for Marine Tourism (<a href="http://www.WestHawaiiMarineTourism.org">www.WestHawaiiMarineTourism.org</a>)?</b>	__Yes	__No	__Not Sure				

<b>Which of the following are available through your watersports center(s)?</b> <i>Please check all that apply:</i>	
<input type="checkbox"/>	Snorkel Gear Rental
<input type="checkbox"/>	Snorkel tours – from shore
<input type="checkbox"/>	Snorkel tours – from our boat(s)
<input type="checkbox"/>	SCUBA gear rental
<input type="checkbox"/>	SCUBA tours – from shore
<input type="checkbox"/>	SCUBA tours – from our boat(s)
<input type="checkbox"/>	SNUBA tours – from shore
<input type="checkbox"/>	SNUBA tours – from our boat(s)
<input type="checkbox"/>	Surfboard rental
<input type="checkbox"/>	Surfing lessons
<input type="checkbox"/>	SUP rental
<input type="checkbox"/>	SUP lessons
<input type="checkbox"/>	Kayak rental
<input type="checkbox"/>	Kayak Tours
<input type="checkbox"/>	Tidepooling
<input type="checkbox"/>	Other (Please describe):

<b>Please answer the following questions about in-room materials focusing on coral reefs and reef etiquette:</b>	
	Our hotel does not incorporate in-room materials focused on coral reefs and reef etiquette
	Our hotel provides unique and proprietary in-room materials developed by our staff (please describe below)
	Our hotel provides in-room materials provided to us by another organization or agency (please describe below)
<b>Please provide any additional details about the materials, and indicate which organization(s) or agency/ies provided them:</b>	

<b>Please answer the following about the broadcast of educational information or PSAs via closed-circuit/in-room video programming:</b>	
<i>Please check all that apply:</i>	
	Our hotel does not broadcast any educational information or PSAs
	Our hotel broadcasts educational content we have developed in-house that includes information on local natural history and visitor etiquette
	Our hotel broadcasts educational content and/or PSAs developed by others, that includes information on local natural history and visitor etiquette
	The information we broadcast specifically includes content on coral reefs
<b>Please provide any additional details you would like to share about the video programming your hotel offers to guests:</b>	

<b>Please answer the following about sustainable seafood:</b>	
<i>Please check all that apply:</i>	
<input type="checkbox"/>	Our hotel's Food & Beverage (F&B) Department has not adopted an official sustainable seafood policy
<input type="checkbox"/>	Our hotel's F&B Dept. has adopted an official sustainable seafood policy
<input type="checkbox"/>	Our hotel's F&B Dept. does not offer sustainable seafood options to guests
<input type="checkbox"/>	Our sustainable seafood policy, and/or the sustainable choices available are not communicated to our guests
<input type="checkbox"/>	Our sustainable seafood policy, and/or the sustainable choices available are communicated to our guests (please provide additional details below)
<input type="checkbox"/>	Our F&B department utilizes guidelines from a program or programs such as Seafood Watch (please provide additional details below)
<b>Our sustainable seafood policies and choices for guests are communicated in the following manner:</b>	
<i>Please check all that apply:</i>	
<input type="checkbox"/>	Our policies are not communicated to guests
<input type="checkbox"/>	Hotel website
<input type="checkbox"/>	Hotel displays
<input type="checkbox"/>	Restaurant website
<input type="checkbox"/>	Restaurant displays
<input type="checkbox"/>	Restaurant menu
<input type="checkbox"/>	News releases
<input type="checkbox"/>	Other (please describe):

**Please indicate which sustainable seafood program guidelines are used by your F&B Department**

*Please check all that apply:*

	AudubonGuide to Seafood
	Blue Ocean Institute Seafood Guide
	Environmental Defense Fund Seafood Selector
	Food & Water Watch National Smart Seafood Guide
	Greenpeace Seafood Red List
	Marine Stewardship Council Certified Sustainable Seafood
	Monterey Bay Aquarium Seafood Watch program
	Natural Resources Defense Council Sustainable Seafood Guide
	Seafood Choices Alliance
	Shedd Aquarium Sustainable Seafood Program
	StarChefs Sustainable Seafood Guide
	World Wildlife Fund Sustainable Seafood Consumer Guide
	None of the Above
	Other (please describe):

<b>Does your hotel have any programs in place that support the local community, such as youth mentorships or scholarships?</b>	<b>__Yes</b>	<b>__No</b>
Please list and briefly describe any programs you have in place that support the local community:		

<b>Does your hotel have any programs in place that provide Hawaiian cultural interpretation to your guests?</b>	<b>__Yes</b>	<b>__No</b>
Please list and briefly describe any programs you have in place that provide Hawaiian cultural interpretation to your guests:		

<b>Does your hotel have programs or policies in place to reduce water and energy usage? (Please describe below)</b>	<b>__Yes</b>	<b>__No</b>
<p>Please list and briefly describe any programs you have in place to reduce water and energy usage, and/or provide link to website if this information is available online:</p>		

<p><b>Please indicate how your water and energy usage policies are communicated to the public and your guests:</b>  <i>Please check all that apply:</i></p>	
	Our water & energy policies are not communicated to the public/guests
	Hotel website
	Hotel displays
	In-room materials
	News releases
	Other (please describe):

<b>Does your hotel have programs or policies in place to promote recycling? (Please describe below)</b>	<b>__Yes</b>	<b>__No</b>
<p>Please list and briefly describe any programs you have in place to promote recycling, and/or provide link to website if this information is available online:</p>		

<p><b>Please indicate how your recycling program and policies are communicated to the public and your guests:</b>  <i>Please check all that apply:</i></p>	
	Our recycling program & policies are not communicated to the public/guests
	Hotel website
	Hotel displays
	In-room materials
	News releases
	Other (please describe):

**Overall, how would you rate your hotel in terms of its level of environmental sustainability?**

Unsure	Low level of sustainability	Low - Medium	Medium sustainability	Medium - High	High level of sustainability
0	1	2	3	4	5

**Compared to other accommodations in Hawai'i, how would you rate your hotel's level of sustainability?**

Unsure	Much lower than average	Below average	About average	Above average	Much higher than average
0	1	2	3	4	5

**Please use this space to share with us and list/describe any other environmental stewardship efforts, initiatives, programs or partnerships you have in place, and/or any awards for environmental sustainability you have received:**

## Part II

**We would like to know your interests in working with CORAL and our partners. Please indicate your willingness or desire to engage in the following (circle, bolden or mark an 'X' next to your selection of values 1-5):**

### **1. Providing reef etiquette information in each room of your hotel (e.g a standalone laminated page, or integrated within bound materials or compendium)**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

### **2. Displaying reef etiquette information at other visible locations in your hotel (e.g outreach materials at concierge desks, interpretive kiosks in lobby, other venues, etc.)**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

### **3. Installing a reef etiquette sign on your hotel property**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

*If you already have reef etiquette signage installed on your property, how many, and who produced them? Please describe your sign(s) here:*

### **4. Having a representative from CORAL or other local NGO give a presentation on reef ecology and related concepts to your management and staff**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

**5. Having community volunteers or local researchers give educational talks to guests**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

**6. Having your staff trained so they could give environmental briefings to guests and utilize interpretive materials**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

*If your staff already receives training to give environmental briefings to guests, please indicate how many staff have been trained.*

**7. Playing educational programs provided by CORAL or its local partners on your closed-circuit in-room programming**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

*If you would be willing to consider such programming, please tell us the parameters that would apply (preferred content, duration, etc.):*

**8. Hosting special events such as beach cleanups, Earth Day fairs, or science cafes**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5
<p><i>If you already host special environmentally-related events, please tell us how many events you host per year and which events you host:</i></p>				

**9. Providing opportunities for staff and guests to engage in “citizen science” efforts such as fish surveys, monk seal counts, etc.**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5
<p><i>If you already connect your staff and/or guests with “citizen science” efforts or other “voluntourism” opportunities, please tell us which groups you partner with:</i></p>				
<p><i>Approximately how many guests per year become involved in volunteer or “citizen science” efforts focused on ocean conservation while staying at your hotel?</i></p>				

**10. Supporting new or additional community service opportunities for employees**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5
<i>If you already support community service opportunities for employees, please describe:</i>				

**11. Working with your vendors and sundry stores to eliminate the sale of fish food for feeding reef fish while snorkeling or diving (if applicable).**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

**12. Working with your restaurants to offer sustainable seafood products**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

**13. Working with your vendors to identify and offer sustainable products and find alternatives to unsustainable ones (e.g., reducing unsustainable marine ornamental curios for sale, providing biodegradable sunscreens, etc.)**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

**14. Encouraging and supporting your vendors in adopting and supporting the West Hawaii Voluntary Standards for Marine Tourism**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

**15. Working with your concierge or activity booking center to provide guidance to staff and guests on recognizing and selecting more sustainable operations (i.e. those with eco-certifications, or supporters of the West Hawaii Voluntary Standards for Marine Tourism)**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

**16. Working with CORAL and our partners to develop other new and creative outreach strategies to share environmental stewardship information with guests**

Strong Unwillingness	Not willing	Not sure	Willing	Strong willingness
1	2	3	4	5

**Please use this space to share any other specific ideas or concepts you'd like to explore:**

### Part III.

#### *Voluntary pledge to join CORAL and our partners in increasing environmental stewardship in Hawaii's hospitality sector*

Over the next two years, I pledge to join CORAL's project and work towards implementing at least seven of the activities listed in Part II of this survey.

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not Sure	<input type="checkbox"/> Please contact me to discuss further
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If you answered "Yes" above, we would like to recognize you for your commitment. Please indicate below if you would like your hotel to be listed on the website we are currently developing for this project ([www.HawaiiMarineTourism.org](http://www.HawaiiMarineTourism.org)), which will recognize your hotel's participation at this level.

Yes! Please list us on the website

Website url you would like us to link to:

Thank you for taking the time to complete this survey! Please check below to be entered into a random drawing to win a 'Respecting Coral Reefs' sign with your logo in the sponsorship box (a \$1,750 value). **The deadline to enter by completing and submitting this survey is February 29<sup>th</sup>, 2012.**

Yes! Please enter our hotel in your drawing



*Respecting Coral Reefs sign at the St. Regis Resort, Hanaelei Bay; sponsored by the Hanalei Watershed Hui and the St. Regis*



*Sponsorship box on the sign, with sponsor logo*

**Any final comments, feedback or suggestions?**

***Mahalo from The Coral Reef Alliance!***

***Visit us online at [www.coral.org](http://www.coral.org) and on Facebook: [www.facebook.com/coralreefalliance](http://www.facebook.com/coralreefalliance)***