

## Synergy Hospitality will lessen eco-effect of Exton Holiday Inn

The **Holiday Inn Express** in Exton is taking steps to reduce its impact on the environment.

The hotel's owner, **Synergy Hospitality** in Wayne, looked at ways it could lessen the detrimental effects of its four area hotels, said **Stephen Field**, the company's president.

Synergy worked with **NativeEnergy** of Charlotte, Vt., which funds renewable energy projects through the sale of carbon dioxide offsets or "credits."

"Over the past few years I became sensitive to the conservation of nonrenewable energy sources and the impact of CO2 emissions on the environment, and began using compact fluorescent light bulbs at my home and buying a portion of my residential electricity from wind," Field said.

But he wanted to have the same impact on Synergy's hotels.

The Exton hotel started by installing energy efficient lighting. It switched to recycled paper and other recyclables.

With **NativeEnergy's** help, the hotel offset its carbon dioxide emissions by financing wind-based, renewal energy at wind farms in South Dakota and Alaska.

Synergy also owns the **Homewood Suites** in Valley Forge, **Holiday Inn City Line** in Philadelphia and **Staybridge Suites-Briton Lake** in Glen Mills. They will undergo similar measures.

"Hopefully, other hotel groups in Phila-



### TOURISM

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delphia and across the country will follow Synergy's lead," said **Thomas Hand**, program manager/marketing specialist with **NativeEnergy**.

### Convention news

Over a month's time, the **Pennsylvania Convention Center** hosted three health-related conventions, garnering a total economic effect of \$50 million.

From May 8-12, the **American Association of Physicians of Indian Origin** brought in 2,000 members, and tallying economic influence of \$2.9 million, according to the **Philadelphia Convention & Visitors Bureau**.

From May 26-31, the center was occupied by 5,500 members of the **American Academy of Physician Assistants**, which also booked 23,000 hotel-room nights and had a \$21.7 million impact.

From June 2-7, **American Industrial Hygiene Association** held its annual conference, with 7,00 people, who logged 21,910 hotel-room nights and an economic impact of \$23 million.

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