

# BILTMORE'S GUESTS GET GREEN

As long-time stewards of the environment, Biltmore's management team was intrigued by the recent PGAV national survey entitled "Survival of the Greenest." That survey offered keen insights into how the general population of consumers thinks about sustainability. Because Biltmore frequently utilizes an Online Best of Biltmore Research Panel consisting of 5000 customers, they have a ready vehicle for communicating directly with their guests.

"Our panel is an exciting cost-effective way to conduct research with a wide range of people," reports Peggy Dalman, Marketing Research Manager. "While we offer an incentive, what guests really appreciate is knowing we use their input to make decisions."

Biltmore solicited the Panel's views on environmental issues by adapting the PGAV national survey to meet their own needs. Turns out, consumer preferences in the two studies proved to be strikingly similar, and the opportunity to compare outcomes provided an extra level of validity.

Significantly, 75% of Biltmore's respondents say their perception of the estate improved knowing that the environment is a priority at Biltmore. They expect to see

outward signs of environmental commitment, and the top five in rank order are: recycle bins, energy efficient lighting, locally grown food served, all-natural cleaning products and natural landscapes.

Like the PGAV study, 43% of Biltmore's Panel is willing to pay 5% to 10% more at an environmentally friendly destination. A full 54% of Biltmore guests expect prices to be higher at places committed to going green. And, 63% of respondents would be more likely to select a leisure destination that uses environmentally friendly practices.

While 38% are aware that Biltmore utilizes resources to be environmentally friendly, 41% of respondents would definitely like to hear more about environmental efforts.

Based on the survey results, Biltmore has outlined key recommendations for action. Next steps include activating their Green Teams of employees to review guest suggestions and identify priorities for the coming year. "We have so many stories to tell about Biltmore's history of being green, and we plan to fully develop these as opportunities to talk about our current environmental practices," adds Dalman.

Comparison of PGAV and Biltmore Studies  
Outward Signs of an Environmental Commitment

