Hotel ICON

Hotel ICON: Pioneering Sustainable Solutions

Industry-leading environmental initiatives from luxury Hong Kong hotel

(Hong Kong) - At **Hotel ICON** we care about the environment, the local culture and community, so preserving it comes naturally.

100% Electric Fleet

Hotel ICON is reducing its carbon footprint even further with the introduction of a fully electric transportation fleet, consisting of Hong Kong's first electric hotel shuttle bus, three Tesla Model S and a BMW i3. The 100%-electric, silent, smooth and emission-free vehicles deliver exhilarating yet eco-friendly rides and add to the hotel's relentless pursuit of sustainable operations.

Richard Hatter, General Manager of Hotel ICON said "We couldn't be prouder to introduce Hong Kong's first electric hotel shuttle bus. Together with the Tesla Model S and the BMW i3, the hottest electric cars on the road, we provide our guests luxurious, sleek and efficient transportation options. As we mark our fifth year of operations, it's immensely gratifying that we continue to lead the industry with genuinely innovative and pioneering technology and thinking. Electric vehicles aren't just a marketing ploy or gimmick, they're fundamentally the right thing to do and sit perfectly with our philosophy of running a property that is sustainable wherever possible."

The luxuriously-appointed eBus is equipped with leather seats with seatbelts, air purifiers and individual passenger lights. It whisks guests from Hotel ICON to Tsim Sha Tsui area on a half hourly basis from the hotel. Guests staying for two nights or more in an Above & Beyond 'Club' guestroom or suite can enjoy complimentary ICON's Tesla airport transfers, while it also serves as a paid transfer option for other guests - a world class ride to a world class hotel, zero emissions with zero compromises. Charging stations will also be accessible for individual drivers of electric cars to recharge at the hotel.

These groundbreaking electric vehicle initiatives further complement 'Thinking Green', Hotel ICON's commitment to doing everything possible to benefit the planet and the community through sustainable operations. They join ongoing programs including:

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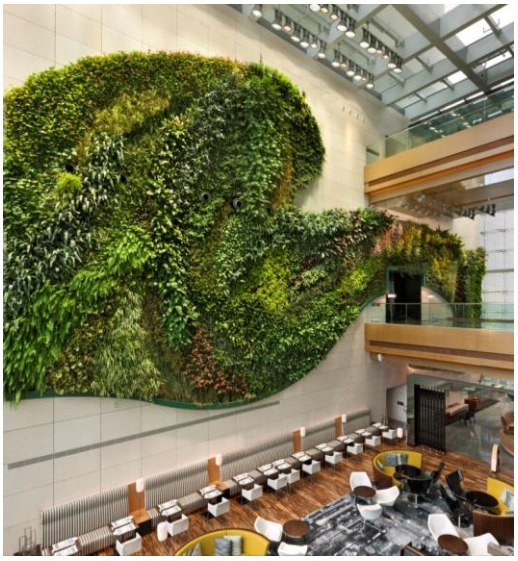
Asia's largest vertical garden



Designed by French botanist Patrick Blanc, Hotel ICON Is home to Asia's largest indoor vertical garden. The garden is the most natural and eco-friendly way to produce and circulate fresh, pure oxygen. Located in the hotel lobby as the backdrop to the hotel's casual café and bar, GREEN, the 18-metre tall vertical garden provides an unexpected respite from Hong Kong's iconic concrete jungle. 8,603 plants across 71 species grow in the garden which is maintained by a team of green-fingered experts. Not restricted within the indoor vertical garden, greenery will soon extend to outdoor walls of restaurant outlet as part of another growing campaign. In addition, a green roof and landscaped garden further help to clean the air for guests and reduce energy for heating and cooling.

Recycling and Food Donation

Recycling and looking for ways to reduce energy and product consumption are critical for Hotel ICON. Check-in is now paperless, which not only makes for a speedier and more efficient guest experience, but last year alone saved 2.39 tons of paper – equivalent to 40 trees. All waste, including glass and plastic bottles, aluminum cans and paper are recycled throughout the hotel and guests are given linen and towel change options. Even excess food doesn't go to waste at Hotel ICON, as all surplus edible food from the kitchens is donated to *Food Angel*, an organisation that provides healthy food for local families in need.

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ORCA – Turning Food Waste into Water

Eco-pioneer Hotel ICON is the first in Asia to champion the ORCA (Organic Refuse Conversion Alternative) technology that turns food waste into water, which will be recycled as environmentally safe water for its vertical garden. Adopting the sustainable stainless container, the hotel diverts 285 tonnes of food waste disposal per year from landfills, cutting carbon footprints with garbage truck diesel fuel usage and saving about $140k annually on municipal solid waste charge, and recycles 135,000 litres of earth friendly water per year.

First Hotel in Hong Kong to launch the IMPOSSIBLE Burger

Innovative hospitality thought leader Hotel ICON partners with Impossible Foods as the first hotel outside its home market of U.S. to launch the Impossible Burger. Hotel ICON's Food & Beverage team of innovators works closely with food suppliers, to spawn a whole new generation of exclusive food collaborations where patrons can enjoy one-of-a-kind products, customised just for them. The first of these products is the Impossible Burger at GREEN, Impossible Foods' delicious first product -- meat made entirely from plants, for meat-lovers, and a much more sustainable alternative to conventional ground beef.

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Technology to save energy

As a leading hotel in the field of energy saving, Hotel ICON has been awarded the CarbonCare® Label by Carbon Care Asia Ltd which recognises the hotel's work on reducing its carbon footprint. Hotel ICON cut $C0^2$ emissions and saved between 25-28% on energy consumption. This was achieved from the mass of plants housed within the indoor garden as well as by converting waste energy into cool or warm air (depending on the season) to heat the outdoor swimming pool year-round and the use of solar energy. The hotel's design also allows for maximum use of natural ventilation and lighting. All electric lights use highly-efficient, LED light bulbs and when a space isn't in use, sensors switch off all lights and other electrical functions to save as much energy as possible. Guests are also provided with a complimentary Hotel ICON tote bag, so that when shopping in and around Hong Kong, there's no need to use plastic or non-recyclable bags.

From simply saving a piece of paper to minimizing carbon footprint, it's the little things at Hotel ICON that mean a lot when taken together. The hotel is fully-resourced as an international live lab to share experience and knowledge to benefit the hotel industry and consequently the community.

Filtered Drinking Water Tap and Recycled Glassware in Guestrooms

Sustainability-minded Hotel ICON is reducing the use of plastic water bottles by installing an Ultra Filtration & Purification Drinking Water System, and having recycled carafes and glassware readily available to guests in guestrooms. To date, the water system has been installed in 57 guestrooms, which will in turn help to reduce the consumption of 4,630 plastic bottles. The hotel has also collaborated with Wine Punts, a company that recycles tens of thousands of wine bottles, to replace all plastic water bottles with handmade recycled carafes and glass wares in the guestrooms.

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In-shower Dispensers to Replace Individual Bottles of Shampoo, Conditioner, and Soap

The hotel has also installed in-shower dispensers for shampoo, conditioner, body and hand wash, to replace individual bathroom amenities in 51 guestrooms to date. By eliminating the individual packaging, Hotel ICON will be able to reduce a monthly consumption of 3,212 plastic tubes and 29 litres of liquids left behind in the guestrooms. The dispensers feature products from APPELLES, a premium Australian skincare brand.

Bathroom Amenities with Organic Ingredients, Biodegradable Packaging and Animal Cruelty Free

With certified organic ingredients, biodegradable packaging and animal cruelty free, APPELLES products is ICON's choice are the brand is kind to the environment as they are to our guests. Apart from using certified organic and natural ingredients, APPELLES products are also paraben-free and contain no artificial colouring.

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100% Cotton Laundry Bag

In April 2019, Hotel ICON will be bidding goodbye to plastic laundry bags. Hotel guests will instead be offered eco-friendly laundry bags, made 100% from cotton. This cloth laundry bag will further reduce a monthly consumption of 2,500 pieces of plastic laundry bags.

According to Mr Richard Hatter, General Manager of Hotel ICON, "So far, our guests have shared very positive response to our newly installed Ultra Filtration & Purification Drinking Water System, in-shower dispensers and biodegradable bathroom amenities and by mid-March, all of our 262 guestrooms will feature these sustainable solutions. Our guests are travelers with a good conscience, who are keen to reduce their environmental footprint when traveling; be it for leisure or business".

He added, "We are focused on the future, balancing the short and long term to deliver a sustainable, profitable and helpful operation, which is a win-win for our guests, associates, partners, and the communities where we live and work. Over the seven years since our doors opened, we have been true to our original mission".

First Electric Vehicle (EV) Conference in Asia

Collaborating with non-profit Charged Hong Kong, Hotel ICON organised Asia's 1st Future Electric Vehicle Leaders Circle in 2018, where experts in electric vehicles and leaders in the hotel industry were invited to discuss the viability of EV as hotel transpo rtation and to promote sustainability in Hong Kong.

Upcoming Smart City, Smart Mobility Conference in May 2019

Following the success of last year's inaugural Future Electric Vehicle Leaders Circle, Hotel ICON together with Charged Hong Kong are thrilled to be organising the Smart City, Smart Mobility Conference in May 2019- expanding the discussion to cover a key topic in an ever more dynamic world.

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For Hi-res photo, please refer to the below link:
https://drive.google.com/drive/folders/0B2jUEp29Jn74XzN5NGxaeUNTem8

About Hotel ICON

Unlike any other, Hotel ICON is an upscale Hong Kong hotel in the heart of Tsim Sha Tsui East. Standing as a testament to Hong Kong's creative energy and vibrant arts scene, Hotel ICON showcases work from the city's celebrated designers and the world's most acclaimed architects. Offering the ultimate in comfort and committed to service excellence, Hotel ICON's 262 stylish guestrooms comprise seductive extras, including complimentary wired and Wi-Fi internet connections, smartphone with unlimited mobile data and an ultra-slim 40" Ultra High Definition LED TV. Located on level 9, Hotel ICON's Angsana Spa is a tranquil oasis while the harbour-facing outdoor swimming pool and fitness centre allow guests to exercise while enjoying views of Hong Kong Island's spectacular skyline. With a maximum capacity of 580 persons, Hotel ICON's grand Silverbox ballroom is the ideal venue for a celebration or theatre-style conference. Hotel ICON houses three restaurants: Above & Beyond, The Market and GREEN, providing guests with exceptional quality of the food and impeccable service. wallpaper* magazine included Hotel ICON in its 2011 list of the world's Best Business Hotels and DestinAsian included the hotel in its Luxe List 2011. The premier hotel has also won in 4 categories including the Top 25 Hotels in Asia and China, in the 2019 TripAdvisor Travellers' Choice Awards.

Join us by following our official social media accounts at @hoteliconhk and share your memorable moments with us by using the hashtag #hoteliconhk.

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