

TRAVEL

DISPATCHES



1HOTELS

The luxury eco-friendly brand puts a premium on sustainability.

1 Hotels brings 'green' to NYC

The new 1 Hotels eco-friendly chain has made its debut in New York City.

Many hotels have been going "green" for years, but 1 Hotel is one of the first luxury brands to focus on it entirely.

"Almost all hotel groups have some sort of standpoint on sustainability, though they are oftentimes not overly apparent," says Gray Shealy of the Master's of Hospitality Management Program at Georgetown University. "1 Hotels is positioning itself to be the first mainstream luxury brand whose guiding mission and core values are green, ecological sustainability."

The hotel is the brainchild of Barry Sternlicht, who started Starwood Hotels and Resorts and now heads up Starwood Capital Group. The group also developed the world's first Baccarat Hotel, which opened this year in Midtown Manhattan.

"I realized I wanted to leave a different kind of mark on the world," Sternlicht says. "It has been my dream for seven years to establish a retreat that celebrates and protects nature."

There are no "Do Not Disturb" signs at the new 1 Hotel Central Park. Instead, guests leave stones with the words "Now" or "Not Now" outside their doors.

Nightstand notepads are replaced by miniature chalkboards and plastic clothing hangers by cardboard ones. An hourglass alerts guests when they've spent five minutes showering — a suggestion to turn off the faucet.

The chain made its debut in Miami this year.