

CELEBRATING 20 YEARS

# LUXURY travel

MAGAZINE

ISSUE 80

## Go Deeper

20 IMMERSIVE EXPERIENCES  
YOU'LL NEVER FORGET

ASIA'S BEST  
NEW HOTELS

SECRET ALASKA

CAMBODIA'S  
ARTISTIC REVIVAL

UNPACKING THE  
WELLNESS BOOM

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An aerial photograph of Central Park in New York City. The park is lush with green trees and grass, with a large body of water (the Reservoir) in the center. The dense Manhattan skyline is visible in the background, featuring numerous skyscrapers under a clear blue sky. The text 'The big green apple' is overlaid on the image in a stylized font.

# The big green apple





par for the course, and even the handwritten welcome note is penned on bio-degradable, seed-infused paper. Plant it, water it, and watch it grow. Blooming marvellous.

Azarabarzin says providing guests with mindful moments throughout their stay instigates engagement and further strengthens the hotel's sustainability initiatives.

Already a world-leader, New York City stepped up its sustainability game in April by updating targets set by the city's OneNYC strategy, originally announced in 2015. Carbon neutrality by 2050 and zero waste to landfill by 2030 are two key objectives; the city also became the first in the world to require all existing buildings of 25,000 square feet (about 2300 square metres) or more to lower their energy usage and emissions. This regulation has enormous potential. Almost 70 per cent of emissions in New York City come from its buildings and, citywide, about 50,000 buildings are in excess of 25,000 square feet.

Coming in at 386,000 square feet, The Dominick is already on the case. Last year, the SoHo hotel became the second property in NYC to receive the Green Seal Bronze certification, an acknowledgement of its commitment to sustainable, efficient and recyclable services.

The Dominick General Manager, Edward Shapard, says a genuine commitment to sustainability is not only good for the planet, it is increasingly important to guests.

"Today's travellers are looking to stay at hotels that help them reduce their environmental impact and provide a local experience," he says. "As this consumer intention continues to grow, we are continuing to amplify our efforts to seamlessly combine luxury with sustainability."

As part of the hotel's commitment all major heating, ventilating and air-conditioning units follow schedules, which







*The Dominick, also pictured below*



allows for decreased energy consumption; 90 per cent of lighting has been switched from halogen or fluorescent to LED, which has decreased heat emissions from 80 per cent to about 10 per cent; and a food-waste management system funnels refuse into Manhattan's sewage, reducing landfill waste.

The food waste system is run by ORCA, touted as the leading technology in environmentally friendly waste management. It works by using air, along with water and microbiology to turn food waste into an environmentally safe liquid.

Shapard says keeping abreast of new and emerging technologies is critical to maintaining the hotel's lofty green standards.

"As technology improves we look to stay on the cutting edge, constantly looking to evolve our initiatives and programs in lockstep with the trends," he says. "For example, we are working to complete the conversion of all lighting to LED, applying this to the entire building to make The Dominick as energy efficient as possible."

To be sure, cutting-edge technology is a long way from paper straws, but actions big and small are required to better protect our environment. And while the so-called concrete jungle is already an extraordinary travel destination, the lure of a green jungle is surely even stronger. 🌿