Sea Level Rise in Boston

your hotels
Learn about opportunities for resilience for your hotel here:
https://usgbcma.org/greening-greenbuild
Waffle House stays open during emergencies to feed residents and emergency crews

- Carefully scripted **disaster recovery plans** and “jump teams”
- Weather command centers and mobile **crew & equipment support**
- Improved **communication systems** among employees & community officials
- Money is lost during severe events, but the potential impact on community recovery is valuable and builds **community loyalty**.

Source: npr.org
Your “Waffle House” Plan

What can and should your hotel offer the city and the region?

• Do you know **what you need to do**?
• Can you do what you need while still **making money**?
• How does your plan work with **other hotels and other services**?
• Can you offer services that build **community loyalty** during emergencies?

Source: npr.org
Following Hurricane Maria in September, many hotels in Puerto Rico were forced to close, waive cancellation and change fees, and decline future reservations.

- DoubleTree by Hilton San Juan **10 days**
- Wyndham Grand Rio Mar **15 weeks**
- Sheraton Puerto Rico **6 weeks**
- Ritz-Carlton San Juan **12 months**

Source: Getty Images
In the aftermath of a major storm, your hotel may need to house stranded travelers. Then first responders might need rooms. Eventually, FEMA and other agency staff might need rooms, and then displaced families might need rooms.

How could you accommodate these very different needs in ways that generate revenue, keep employees working, and run smoothly?
How should you prepare?