



CASE STUDY

The Crowne Plaza

Location:

659 Queen St., Fredericton, NB.

Contacts:

Kim Gowan
catering@cpf Fredericton.com

Products and Services:

Hotel accommodations and Restaurant

Date of Case Study:

April 1, 2009.

Achievements:

The newly renovated Crowne Plaza Fredericton Lord Beaverbrook has been a stylish anchor of Fredericton tourism for as long as one can remember. With 168 beautiful guest rooms within walking distance from downtown amenities, the Crowne fuels tourists' lazy strolls by our downtown businesses, and offers them some of our cultural strengths such as The Playhouse and The Beaverbrook Art Gallery. Located on the banks of the Saint John River, the Crowne Plaza's views are to be envied, but aesthetics is not all the river is used for!

The Crowne is going "green", and they are utilizing their natural setting to help in their endeavor. During the months of May through September, the Crowne Plaza uses a heat exchange process with river water to cool the building. The cold river water circulates through pipes absorbing the heat generated by in-house machines and is then discharged back into the river. In addition to being cost-effective, heat exchange processes with water require much less energy than mechanically cooling inside air because water is such an excellent temperature-transfer substance. To be even "greener", the Crowne is also an adamant recycler, and encourages every one of their guests to follow suit by providing recycling receptacles in every guest room and common area. Also, twice every year, The Crowne Plaza adopts three kilometers of highway, from the Princess Margaret Bridge to the Experimental farms, to collect trash strewn about!

The Crowne Plaza Fredericton Lord Beaverbrook is a Green Shops Gold member with an amazing 45 credits! The in-house green committee is committed to exploring new ways to be greener and is determined to maintain their Gold status for 2010!