



Reducing your Carbon Tax

EcoStay participants enjoy energy conservation strategies that reduce their Alberta carbon tax. *Here's how...*

1. Track your energy usage with the *Greenview Portal*; a window of insight into one of your biggest costs. Our innovative portal system makes it easy to track, measure, and improve in areas of energy use and sustainability. Save money, plan energy-reduction projects, reduce emissions and communicate your progress through a streamlined system.



2. Reduce your energy usage with energy-efficiency projects funded by EcoStay's unique revenue sharing model. Now, every penny you save on your utility bill will be compounded by a reduction in your carbon taxes. Whether it's LED lighting, high efficiency HVAC or an ionic laundry system, EcoStay can help you find the funds to invest in cost saving upgrades today.

3. Recoup your Carbon Taxes with an integrated EcoFee that helps us all. The new Alberta Carbon Tax could cost you up to \$1 per room night. Let us show you how to recoup those extra costs with our integrated 'feel good' EcoFee model. It's a win-win-win for you, your guests and Alberta.

Replanting Alberta

Alberta hoteliers join together in a collaborative eco-tourism project of reforestation and forestry preservation, providing carbon sequestration, wildlife habitat, education and cultural heritage.

The EcoStay Project aims to protect existing conservation lands and restore degraded land with native boreal forest that will be protected and maintained as a legacy of nature and beauty for generations to come.



The heart of the initiative will feature a masterpiece Land Art parkland orchestrated to visibly represent a major aboriginal symbol, modelled after a commissioned illustration by celebrated Canadian aboriginal artist. Complete with a motorist rest stop and walking path, the project will include educational signage about the project and its role in easing greenhouse gas emissions, biodiversity and the interaction of First Nations with nature.



Show your support. Join EcoStay's *Leave a Legacy* Program, where every guest's stay helps protect and replant Alberta's forests with a virtual tree planting code for our interactive on-line forest.



Guests receive card with planting code.



Guests visit virtual tree planting site, complete with social media sharing.