

# Sustainable Travel To Work

## Case Study - Park Inn Heathrow

### the customer

Park Inn is part of the Rezidor Hotel Group, one of the fastest growing hotel companies in the world. Focused on helping guests sleep well and live well, Park Inn hotels offer affordable and dependable accommodation which celebrates the individual personality and local colour of the area. There are currently more than 95 Park Inn locations in 24 countries worldwide.

Park Inn Heathrow is the largest hotel at Heathrow Airport and has been officially rated as a 4 star hotel by both Visit Britain and The AA.

### the problem

The management of Park Inn Heathrow were worried about the impact their staff travelling to work by car was having on the local environment and wanted to improve their health and productivity by encouraging them to walk or cycle instead. Furthermore, they were also frustrated to see hotel guests making the short trip from the hotel to Heathrow Airport by car despite the provision of regular free shuttle buses. This, coupled with the problem of limited car parking space meant that Park Inn needed a solution to promote travelling via a sustainable mode of transport.

### the solution

Pindar Creative had been commissioned by the WestTrans sub-regional transport partnership to map the entire West London area in a user-friendly style showing cycle, train, tube and bus routes. The maps also featured isometric circles demonstrating the estimated walking times for pedestrians.

Once the maps had been produced, Pindar Creative also designed a range of template leaflets, available in a wide range of sizes from pocket sized maps to A1 sized wall-charts. These provided a consistent style and format enabling businesses to save time and money.

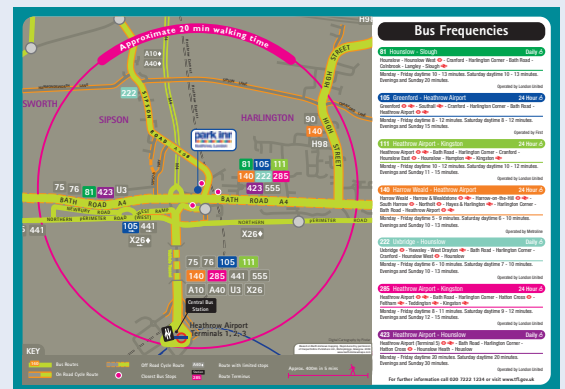
Having neither the skills nor knowledge of public transport services to produce the required marketing literature Park Inn took advantage of Pindar Creative's one stop shop solution for travel to work publicity. This solution was designed by Pindar Creative to enable individual businesses in West London to promote travelling to work via a sustainable mode of transport.

Park Inn chose the A4 pocket sized leaflet from the travel to work range. The leaflet included a map centred on Park Inn Heathrow and information on bus frequencies and the different modes of travel available to reach work.

### the results

Park Inn Heathrow has successfully encouraged a 10% reduction in car use amongst its staff, helping contribute to a greener local environment and improving the health and wellbeing of its employees. Alongside this, over half of their staff now use some method of sustainable transport for their commute.

Park Inn Heathrow has also been awarded Gold accreditation by the Green Tourism Business Scheme for its efforts in environmental practice and responsible business, the first hotel at Heathrow to achieve such an award.



**Travel Plan Initiatives**

We strive to promote a wide range of travel options for our hotel guests and clients and offer a choice of transportation to our hotel and for onward travel.

Our workplace travel plan is part of an award winning initiative for environmental practice by the Green Tourism Business Scheme and our current achievements include:

- Pro-active Hotel Green Team
- Accurate measurement, recording and reduction strategy for energy, water & waste
- Low energy light bulbs throughout the hotel
- In-house bottling system for meetings & events
- Recycled paper, eco-friendly pens & recycling bins widely available
- We work with suppliers, contractors and agency partners who comply with responsible & environmental working practices
- Wide range of Organic and Fairtrade products in our bedrooms & Food & Beverage outlets
- Commitment to local and regional charitable fundraising through Marjory Emswiler School, Heathrow Hospice and World Childhood Foundation.

**By Bike**

We actively promote travel to Park Inn by bicycle and have shower and changing facilities available as well as secure cycle stands.

Cycle routes to Park Inn can be seen on the map opposite.

**By Bus**

Free access to our dedicated routes and frequencies. A number of buses from Heathrow Airport provide Park Inn and are included in the free fare zones. Numbers 81, 105, 111, 140, 285, 441, 555 and 55 are free of charge to use to Park Inn from Heathrow Airport.

**By Tube**

Take Piccadilly line tube and alight at Terminals 1, 2, 3 or 5. You can catch an array of buses (see Bus section) or the Hotel Hoppla Bus picks up at intervals outside the main entrance of each Terminal 1, 2, 3 and 5. Catch the Hotel Hoppla M2 or M3 from Terminal 1, 2, 3 and 5. Catch the Hotel Hoppla M2 or M3 from Terminal 5 to Park Inn Heathrow. You may pay for your ticket directly with the driver.

You can also access Park Inn by bus from Hayes & Harlington Park Inn by bus from Hayes & Harlington and West Drayton stations.

**By Car**

**From London A4** - Follow signs for Heathrow Terminals 1, 2 and 3. At traffic lights where you would turn left for the airport, turn right then take the first left into the main entrance.

**From M25** - Follow signs for Heathrow Terminals 1, 2 and 3. Take exit 4 from the M25 for Heathrow Terminals 1, 2 and 3, go up Spur Road towards Heathrow Airport. Turn left at the A4 London sign and left again. We are now in front of you.

**From the M4** - Take exit 4 for Heathrow Terminals 1, 2 and 3, go up Spur Road towards Heathrow Airport. Turn left at the A4 London sign and left again. We are now in front of you.

**By Train**

Take the Metropolitan Express or Heathrow Connect and alight at Terminals 1, 2, 3 and 5.

You can catch an array of buses (see Bus section) or the Hotel Hoppla Bus picks up at intervals outside the main entrance of each Terminal 1, 2, 3 and 5. Catch the Hotel Hoppla M2 or M3 from Terminal 1, 2, 3 and 5. Catch the Hotel Hoppla M2 or M3 from Terminal 5 to Park Inn Heathrow. You may pay for your ticket directly with the driver.

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