



The Cliffs at Princeville Ranked as the #1 Eco-Friendly Hotel in USA TODAY'S 10Best Readers' Choice Awards

For Immediate Release: August 26, 2024 (Princeville, Hawai'i) For the second consecutive year, The Cliffs at Princeville has been voted the #1 Eco-Friendly Hotel in America by readers of USA Today.

Nominations for the 2024 [Readers' Choice Award](#) for [Best Eco-Friendly Hotel](#) were carefully curated by a panel of subject matter experts and USA TODAY 10Best editors before being voted on by the public.

The top 10 winners for [Best Eco-Friendly Hotel](#) in 2024 were ranked as follows:

1. The Cliffs at Princeville
2. Viceroy Snowmass
3. 1 Hotel West Hollywood
4. 1 Hotel Central Park
5. The Stanford Inn & Resort
6. Portola Hotel & Spa at Monterey Bay
7. SCP Redmond Hotel
8. Inn by the Sea
9. Bardessono Hotel and Spa
10. CityFlatsHotel - Port Huron

Nestled on 22 lush acres overlooking the Pacific, The Cliffs takes pride in a decades-long legacy of sustainability programs that align with UN objectives for development.

“It’s gratifying to receive national recognition for creating positive local impact,” said The Cliffs at Princeville’s General Manager Jim Braman. “Our guests and employees share the credit for an environmentally conscious travel experience—and through partners such as Surfrider Kauai, we have a beneficial impact on Kaua’i’s coastal beaches and marine life that extends beyond the resort. I’m really proud of what we do here, and happily it’s an experience that guests want to return to.”

“Eco-friendly” and “sustainable” are words tossed around pretty freely these days – much like “natural” wine, they’re often used to market intentions rather than actual accomplishments. But in the case of The Cliffs at Princeville, an impeccable resort on Kaua’i’s North Shore, mouth and money are in lockstep: The Cliffs is a truly forward-looking property...I can’t say enough good things about this happy, homey, laidback, and very progressive resort.” –**Kim Westerman, Forbes**

2024 Sustainability Highlights

- On June 26, The Cliffs was awarded its fifth consecutive State of Hawaii Green Business Award by Governor Josh Green, M.D.
- The Resort has twice been recognized as the #1 Resort in America for Sustainability by RCI
- Renewable energy produced by The Cliffs totaled 1,087,504 kWh of electricity, equivalent to 79% of the total electric demand of the resort for the year, offsetting the need for 640 barrels of imported oil.
- Water usage was reduced by 624,300 gallons, a 5.8% reduction from the Resort’s 2018 baseline usage
- FloWater stations offset more than 67,677 plastic 12 oz. bottles (251,302 plastic 12 oz. bottles (10,470 cases) since installation in 2019.)
- Total material recycled was 953.4 cubic yards representing 36% of solid waste generated, marking an increase of 127% over 2018 baseline volume
- An expanded recycling station resulted in increases in the percentage of aluminum (258%) glass (648%), paper (69%) and plastic (168%) recycled

- The Cliffs continues to involve guests in Surfrider Kauai's Net Patrol and Ocean Friendly Visitors Program, as the first resort to sign up for the program in 2021. <https://www.staradvertiser.com/2022/07/11/hawaii-news/kauai-visitors-give-back-by-volunteering-in-regenerative-tourism-programs/>
- The Cliffs actively participates in organizations and community activities including the Hawai'i Visitors and Convention Bureau (HVCB), the Hawai'i Lodging and Tourism Association (HLTA) Kaua'i Visitors Bureau, Boys & Girls' Club of Kaua'i, KCC Hospitality School, Anaina Hou Community Park, Kaua'i Chamber of Commerce, and Kaua'i Rotary Club. Over xx volunteer hours were dedicated to the 2024 Charity Walk, raising over \$xxx for Kaua'i Non-Profits.

Link to Press Gallery:

https://drive.google.com/drive/folders/1_AkYNCJqIIS9TaToErMmb86L3_8t3HmR?usp=sharing

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ABOUT THE CLIFFS AT PRINCEVILLE

The Cliffs at Princeville is a family friendly oceanfront vacation resort in luxurious Princeville. Nestled on a secluded bluff overlooking Kauai's majestic North Shore, The Cliffs offers the quiet privacy and comfort of spacious, solar-powered condominium suites on 22 lush acres. Recognized as #1 among the 2,508 RCI resorts in North America, The Cliffs is committed to protecting the environment for generations to come. Learn more at www.cliffsatprinceville.com

