

Sustainable Main Street Conference July 20-21, 2011

Travel Green!



VirginiaGreenTravel.org

STONEWALL JACKSON
HOTEL & CONFERENCE CENTER
Staunton VA



Virginia's Campaign to Promote Green Practices in Tourism

*A great opportunity to help make
Main Street
Green!*



This facility is a registered participant of



VirginiaGreenTravel.org

ATTRACTION



22 July 2011





- ✓ *Voluntary*
- ✓ *All Sectors of Tourism*
- ✓ *Environmental Benefits AND
Cost Savings*
- ✓ *Efficient & Highly-Leveraged!*
- ✓ *Consumer-Involved*

Program Goals

Virginia Green

- ✓ *Reduce Impacts*
- ✓ *Increase Awareness*
 - 1st: Industry*
 - 2nd: Customers*
- ✓ *Improved Profitability for Participants*
- ✓ *Make Virginia....*
A Green Tourism Destination!

The Environmental Impacts of the Hospitality Industry



- ***200-room hotel annually:***
 - ***11.2 million gallons of water***
 - ***500,000 pounds of trash***
 - ***7.2 millions pounds of greenhouse gas emissions.***

Measurable Results!

Virginia Green

➤ Expected Reductions:

- *Water : 30%*

- *Energy: 30%*

- *Solid Wastes: 50%.*

➤ *Significant **COST SAVINGS!***

Measurable Results!



1000 Virginia Green participants....

- 1.5 billion gallons reduced water usage!

- 1 billion pounds reduced CO2 emissions!

- 60,000 tons reduced/recycled solid wastes!



All Sectors of Tourism!



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Lodging 450+!

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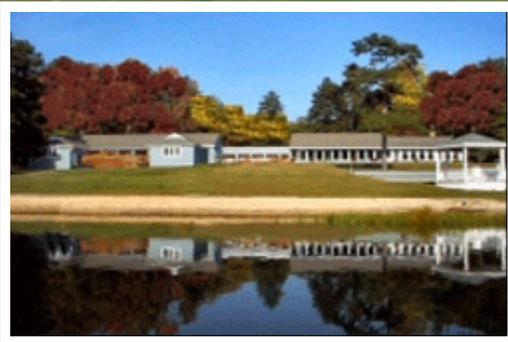
Restaurants! 140+!





105+ Attractions!

Conference Centers! 50



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Convention Centers!

ALL 4!



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30 Visitor Centers!

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Virginia
in for Love

33 Travel Organizations!

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15

115+ Green Events!

Congratulations!

Yuengling Shamrock Marathon 2008!

March 15 & 16 Virginia Beach, VA



The 1st Certified

Virginia Green Event!



The Commonwealth of Virginia's campaign to promote environmentally-friendly practices in ALL aspects of Virginia's Tourism Industry!

www.deq.virginia.gov/p2/viriniagreen



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.



Virginia is for Lovers[®]



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More Sectors to Come!



Sector Expansions!!

- ❑ Wineries
- ❑ Welcome Centers
- ❑ Parks
- ❑ Campgrounds
- ❑ Shopping
- ❑ Marinas
- ❑ Golf Courses
- ❑ Tour Guide Services
- ❑ Breweries
- ❑ Transportation
- ❑ Film Productions



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Green Products & Services:



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TM

Suppliers Network
VirginiaGreenSuppliers.com





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By The Numbers

444	Lodging
103	Attractions
50	Conference Centers
4	Convention Centers
137	Restaurants
28	Travel Organizations
33	Visitor Centers
115	Registered Events
90	VG Suppliers

TOTAL = 1040+!





VirginiaGreenTravel.or



1000th Virginia Green Partner!

BEYOND 1000!



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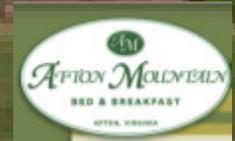
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Big Plans for 2011:

- ✓ Marketing & Outreach***
- ✓ Sector Expansions***
- ✓ Consumer Involvement***
- ✓ Technical Assistance***
- ✓ Green Products & Services***
- ✓ Awards & Recognition***



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Marketing & Outreach!

- ✓ Videos
- ✓ Regional Challenges
- ✓ Anniversaries!
- ✓ Help Desks
- ✓ “Constant” Communication

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Technical Assistance!!



industry. It is a partnership between the [Virginia](#)

Consumer Involvement!!

- ✓ New Website
- ✓ Video
- ✓ Customer Feedback
- ✓ Welcome Centers & Visitor Centers
- ✓ Greening of Events & Conferences



[definition»](#)

[eco-tips»](#)

[getaways»](#)

GREEN LODGING



[stay»](#)

GREEN DINING



[dine»](#)

GREEN MEETINGS



[meetings»](#)

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industry. It is a partnership between the Virginia
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ho
actions to reduce harmful impacts on the environment.
The Virginia Green program recently added 75 new
participating tourism businesses in just over a month
to honor the 75th anniversary of the Blue Ridge
Parkway.

If you are looking to travel green in Virginia, look for the
Virginia Green logo.



WHAT IS VA GREEN?



[definition»](#)

GREEN TRAVEL TIPS



[eco-tips»](#)

GREEN GETAWAYS



[getaways»](#)

GREEN LODGING



[stays»](#)

GREEN DINING



[dine»](#)

GREEN MEETINGS



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Travel

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Virgin
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Win

B2B Video

EACH YEAR, MILLIONS OF PEOPLE

Yo

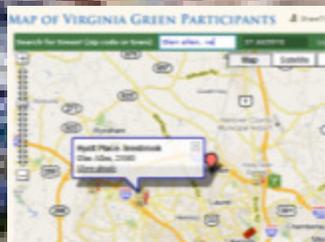


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Welcome Centers & Visitor Centers in 2011

- ✓ Video
- ✓ Regional VG Maps
- ✓ VG Signs/Displays
- ✓ VG Brochures, Flags, Pins
- ✓ VG Branding in WC's



Welcome Centers & Visitor Centers in 2011

✓ Regional VG Maps

MAP OF VIRGINIA GREEN PARTICIPANTS [Share This](#)

Search for Green! (zip code or town)

Map Satellite

Hyatt Place- Innsbrook
Glen Allen, 23060
[More details](#)

Rockville
Wyndham
Glen Allen
Laurel
Henrico
Lakeside
Chamberlay
Mec...

271 623 250 288 670 657 623 295 301 295 95 33 301 295

Ashcake Rd
Gwathmey
Hanover County Municipal Airport
Holly Glen Estates
Brook Rd

Virginia Green
www.VirginiaGreenTravel.org

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Welcome Centers & Visitor Centers in 2011

Flags, Pins

WC's

Are You Ready
to
Travel Green?



www.VirginiaGreenTravel.org





Greening of Events & Conferences



How to Green Your Conference or Event?



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Green Events Environmentally-responsible conferences, meetings & events.

Virginia Green is the Commonwealth's program to encourage environmentally-friendly practices in all sectors of Virginia's tourism industry.

Conferences, meetings, and events can result in significant environmental impacts from the energy and water used, the transportation to and from the event, and the wastes generated. For an environmentally-responsible organization, a wasteful conference or event can be embarrassing, and it can literally have a negative impact on an otherwise positive event. Conversely, events which display a commitment to the environment demonstrate that your organization is actively doing its part to reduce environmental impacts and be a socially-responsible corporate citizen.

Planning a green event does not mean additional incurred costs – it simply requires a change in mindset and some thoughtful up-front planning. Facilities that are prepared to host green conferences, meetings, and events will make the event organizer's job that much easier, and hopefully, that facility will be rewarded with repeat business and referrals!

Register as a Virginia Green Event! Please consider registering your event or conference as a Virginia Green Event by going to www.deq.virginia.gov/p2/viriniagreen. Your event can tout itself as a Virginia Green event, use the logo, and be included on the Virginia tourism's *Green Events Calendar* on www.Virginia.org/green.

How to Green Your Event?

A checklist of good Ideas for planning an effective green event.

Before the Event...

- Register as a Virginia Green Event.** Once you've determined "how green" your event will be, remember to register as a *Virginia Green Event*.
- Start with a Virginia Green Facility.** Have your event at one of the 700+ registered Virginia Green facilities. Virginia Green facilities have made a commitment to support green meetings and events in order to join the program and should be ready to actively support your green event!
- Electronic Registration & Correspondence.** Conference information should be provided electronically via e-mail or internet site.
- Printing**
 - All printed materials should be on recycled-content paper that contains at least 50% post consumer material and is not chlorine bleached. **Double-side copying is a must!**
 - Contract with printers who utilize pollution prevention techniques (e.g., Soy-Based and other less hazardous inks, energy-efficient equipment, recycled content and recyclable paper and banners, and other waste reducing practices).

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Before the Event...

- ✓ Green Venue
- ✓ Recycling
- ✓ Registration
- ✓ Printing
- ✓ Transportation
- ✓ Exhibitors & Vendors
- ✓ Green Sponsors
- ✓ Calculate Carbon Footprint



Greening the Facility...

- ✓ Optional Towel & Linen
- ✓ Recycling
- ✓ Energy Efficiency & Lighting
- ✓ Bulk Dispensers & Hand Dryers
- ✓ Thermostats
- ✓ Water Conservation



During the Event...

- ✓ Recycling
- ✓ Signage
- ✓ Polystyrene - **X**
- ✓ Disposables
- ✓ Food & Beverages
- ✓ Composting
- ✓ Box Lunches - **X**
- ✓ Water
- ✓ Green Field Trips

Virginia is for Lovers VHTA VYA CVB

The
2010 VA-1 Conference
Is a registered
Virginia Green Event!

The event planners for the 2010 VA-1 Conference have worked to make this event as "green" as possible. Below are some of the activities taking place to reduce the environmental impact of the 2010 VA-1 Conference:

- ✓ Event Held at a Virginia Green facility
- ✓ Recycling Glass, Plastics, Aluminum, Paper & Cardboard
- ✓ Minimizing Use of Disposables
- ✓ Double-sided Printing on Recycled Paper
- ✓ Electronic Registration & Correspondence
- ✓ Serving Local Foods & Beverages
- ✓ Condiments, Cream & Sugar Provided in Bulk
- ✓ Water Pitchers
- ✓ Exhibitors Encouraged to Minimize Wastes and Recycle
- ✓ Calculating Greenhouse Gas Emissions
- ✓ Purchasing Carbon Offsets to Make the 2010 VA-1 Conference *Carbon Neutral!*
- ✓ *Green Activities Communicated to Participants*

Virginia Green Events are those which have been thoughtfully planned in order to minimize environmental impacts and to help increase individual environmental awareness.

After the Event...

- ✓ Weigh & Measure
- ✓ Recommend Improvements
- ✓ Report Success
- ✓ Offset Carbon Emissions



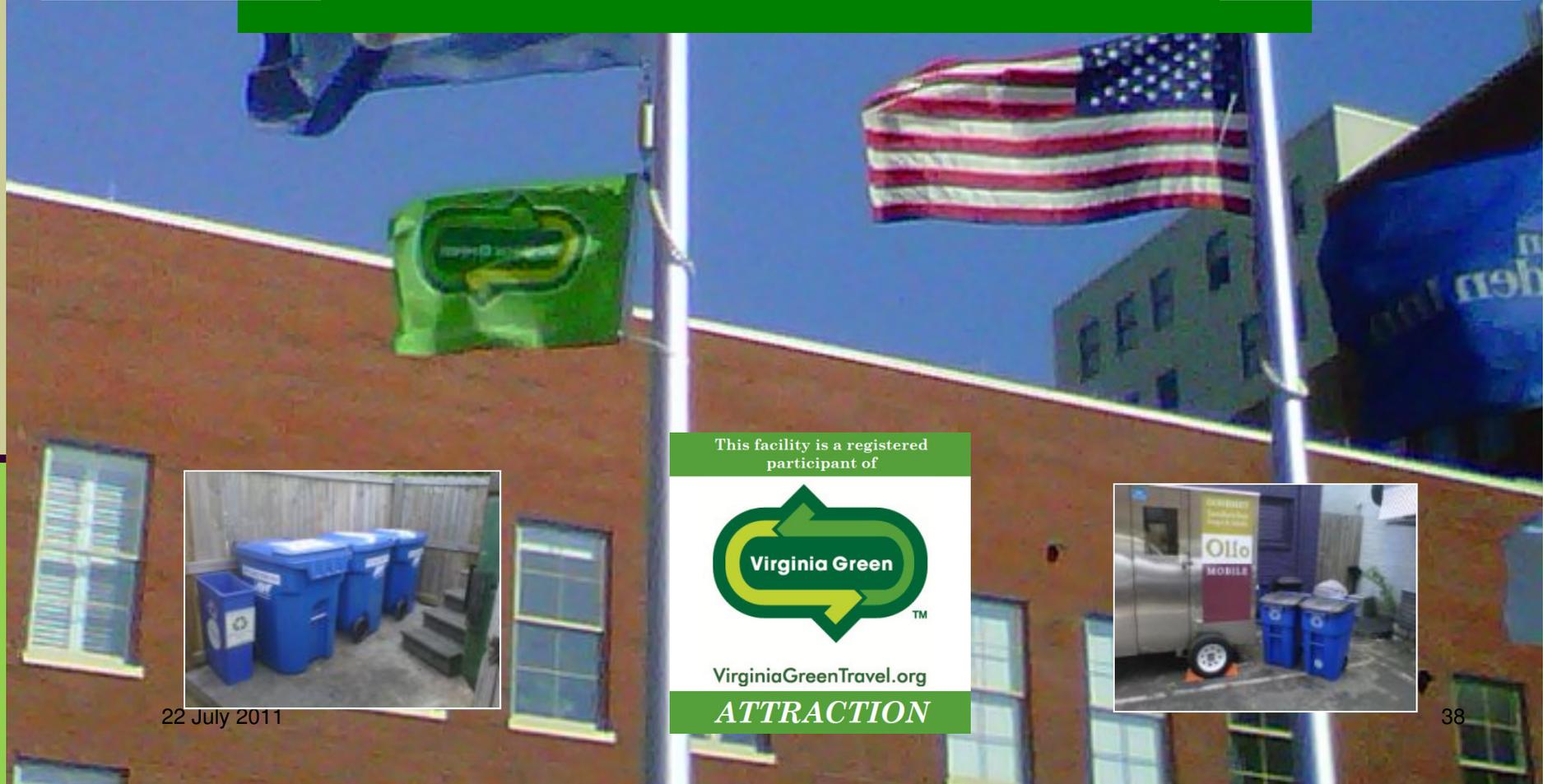
is a Registered
Virginia Green Event!

We at GreenSource are proud to have
this event as green as possible. Let us see some of
the things you are doing to reduce our environmental impact!

- ✓ Recycling Plastics, Aluminum & Paper
- ✓ Using biodegradable cutlery & plates
- ✓ Composting Food Waste & Biodegradable Goods
 - ✓ Encouraging Carpooling
 - ✓ Reducing Paper
 - ✓ Eliminating Race Packet Waste
 - ✓ Purchasing From Local Vendors
 - ✓ Promoting Environmental Awareness
- ✓ Encouraging all the Friendly Disposable Businesses



A great opportunity to make *Main Street Green!*



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ATTRACTION





Top 8 Ways to Use Virginia Green to Help Your Main Street Go Green!

8. **Commit** as a Virginia Green Supporting Organization
7. **Recruit** businesses to join Virginia Green
6. Set A Recruitment **Goal**
5. Show the **Recycling**
4. Throw **Green Parties** (and meetings)!
3. **Green Getaway Packages**
2. Feature VG at **Visitor Centers**
1. **Make more \$Green\$!**





Feedback & Questions From You!



Travel Green, my friends!



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