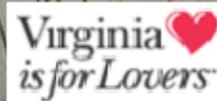


Are you ready to Travel Green?



VirginiaGreenTravel.org

Virginia encourages
green tourism practices.



- TRAVEL GREEN – partnership DEQ, VTC, VHTA – amazing things
- Who here cares about the environment?
- Who goes on vacation or goes out to eat from time to time?
- When you do, do you just stop caring about the environment?
- Ever been to a conference where they are not recycling?
- Ever been to a conference where they really got it right?
- How about if they are composting food waste?
- Trip Advisor – 75, 50, 20% stats....
- Use your Purchasing Power – when we travel, we can continue to live green – and we have the great opportunity to support facilities that are doing what they can to minimize their environmental impacts.
- Travelling green and having green conferences and meetings is **one of the easy things** that you can do as an individual and as an organization.
- Especially when there is a green tourism program working to make it easy.....



Program Goals

- ✓ *Reduce Environmental Impacts & Improve Profitability*
- ✓ *Increase Awareness:*
 - *Tourism Industry*
 - *Consumers*
- ✓ *Make Virginia....*
A Green Tourism Destination!

A photograph of the Hardywood Park building, a large brick structure with a sign that reads "HARDYWOOD PARK" and "CRAFT BEER WEDY" below it. The sun is shining brightly from behind the building, creating a lens flare effect. In the foreground, a large, diverse crowd of people is gathered, some looking towards the camera and others looking away. The scene is set outdoors under a blue sky with some clouds.

HARDYWOOD
PARK
CRAFT BEER WEDY

- ✓ Voluntary
- ✓ All Sectors of Tourism
- ✓ Consumer-Involved

A green logo for "Virginia Green" featuring a stylized circular arrow design. The text "Virginia Green" is written in white inside a dark green oval shape.

Virginia Green

13 March 2014



Consumer Engagement & Continuous Improvement



Virginia.gov Online Services | Agencies | Governor | Help

DEQ
VIRGINIA DEPARTMENT OF ENVIRONMENTAL QUALITY

My DEQ | Permits | Laws & Regulations | Programs | Locations

Programs | Pollution Prevention | Virginia Green

About Virginia Green

- Green Lodging
- Green Conventions & Conferences
- Green Restaurants
- Green Attractions
- Green Wineries & Breweries
- Green Camgrounds
- Green Welcome Centers
- Green Events
- Green Supporting Organizations
- Green Golf Courses
- Green Transportation Facilities
- Role of Consumers
- Resources & Links
- Virginia Green Award Winners

Virginia Green
Virginia Green is the statewide program that works to reduce the environmental impacts of Virginia's tourism industry. It is run as a partnership among DEQ, the Virginia Tourism Corporation and the Virginia Hospitality and Tourism Association.

Check out the Virginia Green promotional video!

Join Now! Select the category at left that best fits your business or find the application and more details on joining Virginia Green.

Important Note: Thanks so much for your interest in Virginia Green! So many of you have joined the program recently that it has created a slight backlog in our application processing time. It may take a couple of weeks to process your application, but you will hear from us soon.

Visit www.virginia.org/green/ for the new Virginia Green tourism website preview!

Virginia Department of Environmental Quality
P.O. Box 1100
Richmond, VA 23218

Contact Us
1-804-692-4000
1-800-692-0462 (Toll Free in VA)
info@deq.virginia.gov

View Department of Environmental Quality Services

Public Notices | Public Calendar | Air Quality Forecasting | View DEQ Expenses

News Feeds | News Clips | News Releases

Virginia **is for Lovers** welcome | things to do | events | places to stay | deals & packages | maps

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Home » **ESSENTIALS** » Virginia Green Travel

VIRGINIA GREEN TRAVEL

Like | +1 | Share This



Plan Your Green Vacation | **Virginia Green Trip Ideas**

Are you ready to learn more about Virginia Green and plan your green vacation? Virginia Green participants have made voluntary commitments to reduce their impact on the environment. Search below to find Virginia Green events and activities.

Find Virginia Green Events Near You

From: To: Go

Find Green-Friendly Activities

Category: Location: Go

Look for the logo  that signifies that the event, attraction, etc. is green certified. Click to find out exactly how each participant is "greening" up.

WHAT IS VA GREEN? | **GREEN LODGING** | **GREEN DINING**

ATTRACTIONS | **EVENTS** | **GREEN MEETINGS**

WINERIES | **CUSTOMER FEEDBACK** | **TRAVELING GREEN**

Share Virginia Green

Facebook | Twitter | Video

Virginia Green Suppliers Network

About Us | Benefits | Products/Services | VG Members Only (Deals/Discounts) | Green Events

Welcome to the Virginia Green Suppliers Network



The Virginia Green Suppliers Network (VGSN) was created to serve as "the green central" for Virginia Green participants that are searching for green products and services. Virginia Green recognizes business as an enterprise to "buy" the VGSN. The VGSN features a green directory and a marketplace to support you. For business featuring products, Green Lodging, Wine Wineries, Green Lodging, etc.

To be listed on the VGSN as a VG Supplier you:

- Provide an application of the green products or services the business provides and
- Provide a webpage where the customer can find the green products and services.

Once approved as a Virginia Green Supplier, the business will be listed on the VGSN webpage by the service or product it provides, so that our Virginia Green members can find a business to purchase green products from.

VGSN is a free food program, and you receive the customer support of the Virginia Green program. VGSN members are encouraged to use the VGSN logo to demonstrate their company's commitment to the environment!

[Click Here to Join!](#)

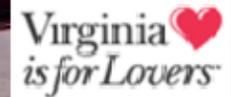
Benefits of Being a Supplier

For those that join Virginia Green Suppliers Network realize that Virginia's tourism industry is closely linked to our beautiful natural resources. We all receive many benefits from protecting our environment, but here are some benefits that come directly from becoming a Virginia Green Suppliers Network:

Benefits of the Virginia Green Suppliers Network:

- Use of the **Virginia Green Supplier logo** which links you directly to Virginia Green partners. Additionally, the logo communicates your company's environmental commitment to all of your customers.

13 March 2014





VirginiaGreenTravel.org

By The Numbers...

538	Lodging
170	Attractions
59	Conference Centers
3	Convention Centers
223	Restaurants
40	Supporting Organizations
33	Visitor Centers
4	Breweries
18	Wineries
270	Green Events/Festivals
70	VG Suppliers

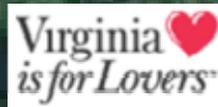
TOTAL = 1400+



VirginiaGreenTravel.org

Major Announcement

*Virginia is a
Green Travel Destination!*



13 March 2014



- PLAN YOUR TRIP**
- Discount Coupons
 - Activity Ideas
 - Blog Richmond VA
 - Visitor Center
 - Maps & Directions
 - Visitors Guide
 - Green Vacations
 - Weather
 - Sign Up For E-Mail Exchanges



- RICHMOND SPOTLIGHT**
- Embassy Suites Special packages
 - The Jefferson Hotel: View packages
 - Highlights of Richmond's local expanding beer scene
 - Linden Row Inn: Historic Downtown Hotel

GREEN VACATIONS IN RICHMOND VA

The Richmond Region is eco-friendly!

Did you know that the Region is home to many Virginia Green certified attractions, hotels, restaurants, meeting venues and events?

Virginia Green is a program designed to promote the importance of eco-friendly practices in the tourism industry. All program participants are required to have procedures in place to address recycling and waste reduction, as well as energy and water conservation. These certified "green" organizations and programs are easily recognized by a Virginia Green logo.



SIGN UP FOR OUR E-NEWSLETTER

Email address:

Start planning your Richmond Region green getaway by clicking the images below.



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.*

Measureable Results



1400+ Virginia Green participants...

- ***5500 tons recycled solid wastes***
- ***146 million kwh reduced***
- ***421 tbtu natural gas reduced***
- ***736,000 ccf water use reduced***
- ***165 million lbs greenhouse gas emissions reduced***

Financial Benefits



- ***Annual Cost Savings:***
 - ***\$975,000 reduced waste management***
 - ***\$5.8 million from reduced water usage***
 - ***\$3.5 million from reduced natural gas use***
 - ***\$14.7 million in energy savings***
 - ***\$25 million in cost savings***

Increased Business



Virginia Green



VirginiaGreenTravel.org

How can you and your family help the environment?

Simply by choosing to support Virginia Green-certified travel partners. More than 1400 Virginia Green partners have voluntarily committed to do their part to protect the environment.

You can find green certified hotels, B&B's, conference centers, restaurants, wineries, attractions, and festivals throughout Virginia.

All you have to do is go to **VirginiaGreenTravel.org**.



Virginia is for Lovers 





Green Meetings & Conferences

- State & Federal Executive Orders
- Corporate Social Responsibility
- ASAE Green Convene
- MPI / APEX Standards
- Virginia Green makes it easy.





venue quick finder | meeting excellence | plan your meeting | toolkit | submit your request

SEARCH VIRGINIA.ORG GO

Home » Virginia Green Meetings & Conferences

VIRGINIA GREEN MEETINGS & CONFERENCES

Like



www.VirginiaGreenTravel.org

Answering the call to be kinder to our environment, these Virginia facilities have qualified and been recognized as [Virginia Green](#). Eco-friendly in their energy and water conservation, as well as recycling efforts, these facilities are paving the way for a green revolution in tourism. Most notably, our convention centers have taken on the challenge and invite you to explore their environmentally-friendly options. Many other properties offer [Virginia Green lodging](#) options.



Greater Richmond Convention Center
This 700,000 square foot venue in downtown Richmond has two adjacent parking decks and skywalk to one of the city's largest hotels.



Virginia Beach Convention Center
Offering nearly 517,000 square feet of flexible meeting space, this site with an ocean backdrop will be a pleasant retreat for your attendees.



Hampton Roads Convention Center
At a versatile 344,000 square feet, this facility offers connecting accommodations. Hampton Coliseum shares the campus as well.

Discover these other fine resorts, hotels, state park retreats and conference centers.

[Northern Virginia](#) | [Central Virginia](#) | [Tidewater/Hampton Roads](#)
[Riverside Highlands](#) | [Shenandoah Valley](#) | [Charlottesville Row](#)
[Southern Virginia](#) | [Eastern Shore](#) | [Heart of Appalachia](#)

Northern Virginia



Arlie Conference Center

LEED certified facility, [Arlie Conference Center](#) is a tranquil, rural setting accommodating 10 to 250. Amenities include an organic sustainable garden for meal preparation, 150 double-occupancy rooms, recreation facilities and a private string.

Virginia M

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Meeting Es



2014 DEQ Environmental Excellence Conference: *Enhancing Environmental Management and Stewardship*

Virginia **is for Lovers** welcome | things to do | events | places to stay | deals & packages | map

ORDER 2014 TRAVEL GUIDE TRIP PLANNER LOGIN

Home > Places To Stay > Crowne Plaza Richmond Downtown

CROWNE PLAZA RICHMOND DOWNTOWN

description | maps & directions | weather | area events



Crowne Plaza Richmond Downtown

Address
555 East Canal Street
Richmond, VA 23219

Region [Central Virginia](#)
Locality [Richmond City](#)

Phone: (804) 788-0900
Phone2: () -8002
Fax: (804) 788-0791
Email: sales@smi-hoteleroup.com

Website: www.crowneplaza.com/ric-downtown

ADD TO MY TRIP PLAN

Enjoy a Superior Stay in Richmond with a stunning blend of the old and new and a beautiful riverfront, Virginia's Capitol City is truly a unique place. The Crowne Plaza® Hotel Richmond Downtown is located in the heart of the financial district, a short walk from shopping, dining and entertainment, making us an ideal choice for all travelers visiting Richmond.

Overlooking the newly restored Canal Walk, our accommodations are centrally located to many attractions in Richmond. Our hotel is within walking distance of Richmond Center Stage and Tredegar Ironworks. Spend the day rafting the Class IV rapids on the James River or explore the hands-on

Virginia Green Lodging 

CROWNE PLAZA
RICHMOND WEST
THE PLACE TO MEET.

The Crowne Plaza Richmond Downtown is a hotel which also provides meetings, events and catering services. The hotel is engaged in greening to minimize their impact on the environment for the future.



GREEN ACTIVITIES

- Optional Linen Service.** Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:
 - Change linens only upon request.
 - Train house cleaners on process for optional linen service
 - Purchase water and energy efficient washers and dryers
 - Minimize use of bleach and chlorinated chemicals
 - Use environmentally-friendly laundry
- Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:
 - Recycle: glass bottles, plastic bottles, aluminum cans, office paper, cardboard, fluorescent lamps, batteries, electronic equipment
 - Track overall solid waste costs

Kitchen (or meetings/events)

- Recycle fryer grease and/or filter grease prior to recycling
- Donate excess food from events
- Have an effective food inventory control to minimize waste

Dining room (or meetings/events)

- Use reusable dishware and glassware and minimize use of disposables

Recently Viewed

[Green House](#)



2014 DEQ Environmental Excellence Conference:
Enhancing Environmental Management and Stewardship

Greening of the Conference:

- ✓ Emphasis on highly-visible recycling
- ✓ Eliminate disposables
- ✓ Printing
- ✓ Vendors and catering
- ✓ Transportation
- ✓ Sustainable, organic and local
- ✓ Calculate carbon impacts

- In the past 18 months, the hotel has realized:
 - Energy savings of more than 10% through lighting replacements, installation of sensors, conservation, and additional system upgrades.
 - Savings of 5% in natural gas purchases through improved HVAC maintenance and equipment changes; and from reduced hot-water heating needs from low-flow fixture replacements.
 - Savings of 10% in water use through the low-flow fixture and faucet replacement projects
 - 20% savings in gasoline use by the purchase of fuel-efficient shuttle vans and system efficiencies in scheduling.
 - 10% reduction in trash generation through recycling – and that trash generation will be significantly decreased in the coming months due to their new emphasis on recycling and the new collection of food wastes for composting.
 - Project landfill diversion rate of 40% or more in the coming months and more than 80% during the conference.
 - Green house gas emissions -- carbon calculator – 40,000 lbs -- estimate that we've reduced that by nearly 25% simply by having the conference at this green facility and making thoughtful measures to minimize event impacts.



2014 DEQ Environmental Excellence Conference:
Enhancing Environmental Management and Stewardship

The Virginia Green “ASK”:

- ✓ Require green meetings & conferences
- ✓ Virginia Green lodging for staff travel
- ✓ Promote Virginia Green Travel to staff and family and customers.
- ✓ Give customer feedback
- ✓ Make referrals whenever possible



How can you and your family help the environment?

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WHTA Virginia is for Lovers  DEQ 

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Are you ready to Travel Green?



VirginiaGreenTravel.org

Virginia encourages
green tourism practices.

