



Great Wolf Lodge Williamsburg, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, *Virginia Green* encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Green Attraction Activities. When visiting Great Wolf Lodge, you can expect the following practices:

CORE ACTIVITIES for Green Attractions

- Recycling and Waste Reduction.** Green Lodging Facilities must provide recycling. Recycling should be highly visible and made available to guests with clear signage. A general commitment to reducing total amount of waste should be made.
 - Recycle: Aluminum Cans, Steel Cans, Grease, Plastic, Office Paper, Toner Cartridges, Newspaper, Cardboard, Packing Supplies, Fluorescent Lamps, Batteries, Electronics Equipment
 - Track overall waste bills
 - Instruct housekeeping to save and reuse unopened items
 - Eliminate use of Styrofoam
 - Use dishware and glassware to minimize use of disposables
 - Disposable containers made from bio-based, recycled content, compostable materials
 - Provide condiments, cream and sugar in bulk
 - Donation of excess food from events
 - Implement effective food inventory system to minimize waste
 - Filtering grease
 - Purchase organic and sustainable-grown produce and other foods
 - Encourage suppliers to minimize packaging and other waste materials
 - Use two-sided copying and printing
 - Use electronic correspondence and forms
 - Purchase durable furniture and equipment
 - Purchase "low-VOC" carpets and fabrics
 - Use reused building materials or those from sustainable sources
 - Use latex paint
 - Reuse/recycle/dispose of thinners and solvents properly
 - Use preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
 - Effective inventory system and labeling of last-in/first-out
 - Use least toxic materials
 - Minimize use of pesticides and herbicides
- Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping.
 - Track overall water usage and waste water
 - Preventative maintenance of drips and leaks
 - Flow metering to discover leaks and areas of high use
 - High efficiency dishwashers
 - Use dry clean up methods over water-based methods

- Low flow toilets and low flow restrictors on faucets and showerheads
- Effective landscape management plan
- Rain gardens
- Effective storm water management plan
- Minimization of impervious areas

Energy Conservation. The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives.

- Use high efficiency fluorescent ballasts and lamps
- Install LED Exit Signs
- Have High Efficiency Heating & Air Conditioning
- Individual thermostats for each room
- Use natural lighting and lighting sensors
- Thermal rated windows and insulation
- Use directional lighting in parking lots and walkways

Green Events Package. The facility must offer a “green” or “environmentally-friendly” package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided.

For more information on **Great Wolf Lodge**, see <http://greatwolflodge.com> or contact Tom Neely at tneely@greatwolf.com.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen.



Virginia Green Lodging program is a supporting partner of **Virginia Green**, the Commonwealth’s campaign to encourage environmentally-friendly practices in all aspects of Virginia’s tourism industry. Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

