



Virginia Green Lodging Profile:



SHENANDOAH RIVER OUTFITTERS, INC., LURAY, VA

CAMP OUTBACK CAMPGROUND
BELLA VISTA COTTAGE AND CABINS
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Virginia Green Lodging is the Virginia Department of Environmental Quality's (DEQ) initiative to promote pollution prevention (P2) practices in the tourism and hospitality industry. **Green Lodging** encourages hotels, resorts, and other hospitality operations to be aware of their impact on the environment and to take steps to reduce these impacts. **Green Lodging** is a non-regulatory program, and participation is completely voluntary and free of charge.

Shenandoah River Outfitters "has been 'going green' from the business's beginning in 1970. We have offered 'river clean up days' and discounted canoe rentals for 'trash pickups from the river'. We have group canoe departures and pick ups & shuttle service to keep down vehicle use, traffic. As we all have gone greener, we are using recycled paper products; recycling cardboard & aluminum; offering dumpster service for our local neighborhood which cut down on littering, illegal dumping and them having to drive 30 miles to the county landfill. We even recycle our 'old' used buses! We love being able to offer our customers the experience of the beauty of the Shenandoah River and Page Valley--from the jumping fish, the eagles that have returned, to the splash of the turtles. Our nine river log cabins are going green with recycled paper products, green cleaners and starting to have a recycle setup (when we get the containers in!) Otherwise they can bring it to the Outfitters.

Green Lodging Activities. When visiting Shenandoah River Outfitters, you can expect the following practices:

CORE ACTIVITIES for Green Lodging

- Optional Linen Service.** Sheets and towels are not automatically changed every day during your stay.
- 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, Office Paper, Toner Cartridges, Newspaper, Cardboard, Fluorescent Bulbs
 - Implement effective food inventory system to minimize waste
 - Disposable containers made from recycled content, compostable materials
 - Purchase recycled-content paper-towels and toilet tissue
 - 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
 - Use preventative maintenance on all vehicles and equipment
- Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping.
 - Track overall water usage and wastewater
 - Preventative maintenance of drips and leaks

- Low flow toilets and restrictors on faucets and showerheads
- Minimization of impervious areas
- Vegetative buffers around streams and ponds

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

- Track overall energy bills
- Use ceiling fans

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 **Shenandoah River Outfitters**, see www.shenandoahriver.com or contact Nancy Sottosanti at canoes@shenandoahriver.com.

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



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.

