



Virginia Green Lodging Profile:



Doubletree Hotel Charlottesville, 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.

Doubletree Hotel

“The Doubletree Hotel in Charlottesville is a 235 room full service hotel featuring a full range of conference facilities, TJ’s Dining Room and TJ’s Lounge. The hotel also features a fully equipped fitness room, an indoor pool and spa, business center and gift shop.”



Green Statement: “The team at the Doubletree Hotel Charlottesville has been working to “go green” for the past 18 months. Not only is Doubletree the caring brand that teaches children about the environment, but it is also important to practice what we preach.”

CORE ACTIVITIES for Lodging

“☑” This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Doubletree Hotel** can expect the following practices:

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
- Use non-phosphate, non-toxic, and biodegradable laundry detergents
- Minimize use of bleach and chlorinated chemicals
- Use linens service providers that employ “wet” versus “dry” cleaning

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: aluminum cans, toner cartridges, cardboard, fluorescent lamps, batteries, electronic equipment
- Clearly marked recycling bins in all guest rooms, new lobby bins on order
- Track overall waste bills

- Have numeric goal to reduce overall materials that go to the landfill
- Instruct housekeeping to save and reuse unopened items
- Recycle fryer grease
- Donate excess food from events
- Purchase locally grown produce and other foods
- Do not use Styrofoam
- When disposable containers are used, they are made from recycled content
- Use reusable dishware and glassware, and minimize use of disposables
- Use water pitches and filtered water to minimize the use of single-use bottles
- Use screen based ordering system
- Use bulk soap dispensers in public restrooms
- Purchase recycled-content paper towels and toilet paper
- Use a last-in/first-out inventory and labeling system
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Purchase durable equipment and furniture
- Use latex paints that are low VOC
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use less toxic materials
- Minimize the use of pesticides and herbicides

Water Conservation. The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Discourage water-based cleanup (sweeping first)
- Have an effective landscape management plan which utilize metering and rain gauges
- Maintain 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. This facility pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Have an “energy management system” in place to track and meter energy usage
- Perform preventative maintenance on HVAC system
- Have individual thermostats for each room/area
- Purchase EnergyStar-rated computers, copiers, and appliances
- Currently switching all magnetic ballasts to high efficiency units
- Switching all exit signs to LED
- All bedroom lighting is being switched to compact fluorescent bulbs



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. This facility pledges that they:

- Recyclable food & beverage packaging deter box lunch use
 - No Styrofoam utilized on food & beverage events
 - Recyclable waste bins in meeting rooms and guest rooms for cans/glassware/paper/plastic – collection bins conveniently available for other less common materials
 - Information collateral available to explain what is collected
 - Cleanup crews are trained to recycle all recyclable materials at conclusion of events
 - Utilize reusable cutlery, dishware & napkins in banquets and restaurants
 - Use silks and reusable centerpieces
 - Offer water and beverages in pitchers or other bulk dispensers
 - Provide Sales & Marketing media electronically to reduce print and paper usage
 - Store and re-utilize client's crates & cartons for reshipping to reduce packaging material usage
-

For more information on **Doubletree Hotel**, see www.charlottesville.doubletree.com or contact **Mark Hucek** at mhucek@doubletreecville.com or **434-973-2121**.

For more information on *Virginia Green Lodging* program, see www.deq.virginia.gov/p2/lodging or go to www.viriniagreentravel.org.



Virginia Green Lodging program is a supporting partner of *Virginia Green*, the Commonwealth's campaign to encourage environmentally-friendly practices is 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.

