



Virginia Green Lodging Profile:



Holiday Inn SunSpree Resort at the Oceanfront Virginia Beach, 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.

Holiday Inn SunSpree Resort



“266 room hotel with two restaurants and 9,600 square feet of meeting space”



Green Statement: “Our company has founded an organization named ‘EARTHPACK’ which is our company wide green initiative.”

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 **Holiday Inn SunSpree Resort** 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 Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, aluminum cans, steel cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
- Provide clearly marked recycling bins or drop off locations for guests
- 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 and filter grease prior to recycling
- Donate excess food from events
- Have an effective food inventory control to minimize waste

- Purchase locally grown produce and other foods
- Purchase organic and “sustainably-grown” foods
- Use reusable dishware and glassware, and minimize use of disposables
- Use disposable containers made from bio-based materials, recycled content
- Use non-bleached napkins and coffee filters
- Use water pitches and filtered water to minimize the use of single-use bottles
- Use menus and table placards as an opportunity to communicate green activities
- Print menus on recycled content paper with soy-based inks
- Use screen based ordering system
- Use bulk soap dispensers in public restrooms
- Purchase recycled-content paper towels and toilet paper
- 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
- Use electronic correspondence and forms
- Have installed high efficiency hand-dryers in restrooms
- Purchase durable equipment and furniture
- Use reused building materials or those from sustainable sources
- Use latex paints
- Re-use paint thinners
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system
- 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
- Have:
 - low flow restrictors on faucets and showerheads
 - low flow toilets
 - automatic faucets or toilets in public restrooms
- Discourage water-based cleanup (sweeping first)
- Have an effective landscape management plan

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
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Perform preventative maintenance on HVAC system
- Have individual thermostats for each room/area
- Use natural lighting
- Use lighting sensors to turn on/off lights
- Use occupancy sensors to turn on/off lights
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation
- Are working to achieve LEED-EB (existing building) certification through operational changes and renovations
- Use EnergyStar’s Benchmarking Tools for the Hospitality Industry

- 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:
- Promote the availability of “green meetings/conferences” in marketing packages

For more information on **Holiday Inn Sunspree Resort**, see www.vboceanfrontnorth.com or contact **Lee Fields** at lee.fields@crestlinehotels.com or **757-428-1711**.

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.

