



# Virginia Hospitality & Travel Association



Richmond, 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.

## VHTA

“VHTA is a non-profit trade association that promotes the legislative interests of the tourism industry. VHTA acts as a hub for the transfer of information on news and opportunities throughout hospitality, travel and related industries and organizations. VHTA is the unified voice for the restaurant, lodging, travel and hospitality suppliers associations. The association creates value for members by promoting the legislative interests of the industry, providing cooperative marketing, educational opportunities and protecting free enterprise.”

**Green Statement:** “Realizing the enormous impact of tourism on our environment, the Virginia Hospitality and Travel Association wants to do our part in protecting the natural resources and attractions that make Virginia such a wonderful tourist destination.”

## CORE ACTIVITIES for all *Virginia Green Travel Organizations*

☑ 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 **VHTA** can expect the following practices:

☑ **Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members and staff and encourage them to join or do business with Virginia Green participants. This partner organization pledges that they:

- Encourage clients who are in the tourism industry to join Virginia Green.
- Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
- Send out emails or mailers to their membership about Virginia Green.
- Made an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
- Set a goal for recruiting their member facilities.
- Include a Virginia Green feature in their newsletter or other publication.
- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

☑ **Green Meetings and Conferences.** Provide recycling and make an effort to reduce the use of Styrofoam and other disposables at meetings and conferences. This partner pledges that they:

- Minimize copying and always make 2-sided copies
- Eliminate the use of Styrofoam cups and plates and use actual mugs instead

**Recycling and Waste Reduction.** Virginia Green facilities should recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps
- Track overall waste bills
- Use bulk soap dispensers instead of individual soaps
- 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
- Use "green" cleaners that are dispensed in bulk
- Purchase durable equipment and furniture
- 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
- Perform preventative maintenance to stop drips and leaks
- Discourage water-based cleanup (sweeping first) and use microfiber technology mops

**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
- Use compact fluorescent light bulbs in all rooms and in canned lighting
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Use natural lighting

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For more information on **VHTA**, see [www.vhta.org](http://www.vhta.org) or contact **Diana Boxey** at [Diana@vhta.org](mailto:Diana@vhta.org) or 800-552-2225.

For more information on **Virginia Green** program, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org)



*Virginia Green* is 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.

