

# ***Virginia Green & the Blue Ridge Parkway:***

*A Logical Partnership for Promoting Green Tourism Practices and Preserving Virginia's Natural Resources*





VirginiaGreenTravel.org



*Virginia's Campaign to Promote Environmentally Friendly Practices in the Tourism Industry*

# Look For.....




[VirginiaGreenTravel.org](http://VirginiaGreenTravel.org)





- ✓ ***Voluntary***
- ✓ ***All Sectors of Tourism***
- ✓ ***Environmental Benefits...  
& Cost Savings***
- ✓ ***Efficient & Highly Leveraged!***
- ✓ ***Consumer-Involved***

# VIRGINIA GREEN

Virginia  is for Lovers®

- What is Virginia Green?
- Virginia Green Getaways
- Green Packages and Promotions
- Green Lodging
- Green Dining
- Green Meetings



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## VIRGINIA GREEN TRAVEL

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Travelers who are passionate about preserving and protecting the environment are checking into Virginia Green.

Virginia Green is the statewide program that works to reduce the environmental impacts of Virginia's tourism industry. It is a partnership between the [Virginia Tourism Corporation](#) and the [Virginia Department of Environmental Quality](#). The program awards [Virginia Green Certification](#) to tourism-related business such as hotels, restaurants and attractions taking voluntary actions to reduce harmful impacts on the environment.

If you are looking to travel green in Virginia, look for the Virginia Green logo.

- ▶ UPCOMING VIRGINIA EVENTS
- ▶ SEARCH VIRGINIA EVENTS
- ▶ VIRGINIA HOTEL SEARCH
- ▶ RELATED CONTENT



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## Virginia Green

Virginia Green is the statewide program that works to reduce the environmental impacts of Virginia's Tourism Industry. It is run as a partnership between DEQ, the Virginia Tourism Corporation and the Virginia Hospitality and Tourism Association.

**Join Now!** Select the category at left that best fits your business or facility to find the application and more details on joining Virginia Green.

**Important Note:** *Thanks so much for your interest in Virginia Green! So many of you have joined the program recently that it has created a slight backlog in our application processing time. It may take a couple of weeks for us to process your application, but you will hear from us soon.*

Visit [www.virginia.org/green/](http://www.virginia.org/green/) for the new Virginia Green tourism website for travelers!

Email: [V](#)[August](#)[Virgin  
Blue](#)[2010 V  
Green](#)

# All Sectors of Tourism!



18 November 2010



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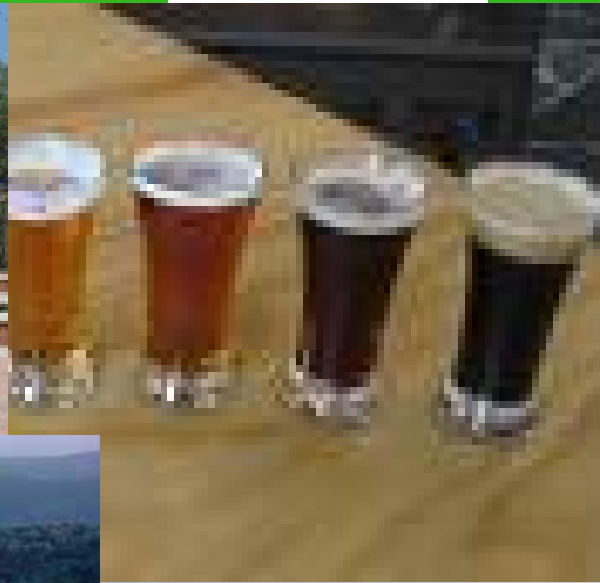
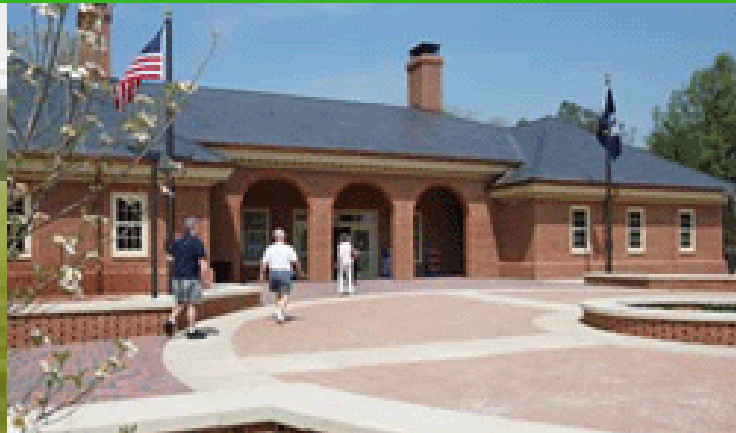
# 85+ “Green Suppliers”



# More Sectors to Come!



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# Virginia Green Honors Blue Ridge Parkway's 75<sup>th</sup>!

**75 more Virginia Green tourism  
businesses by September 10!!**

*In Honor of the Blue Ridge Parkway's 75<sup>th</sup> Anniversary*



**Virginia Green Tourism Challenge to Honor  
75 Years of the Blue Ridge Parkway**

Sets goal of recruiting 75 more Virginia Green certified tourism businesses by  
September 10 Blue Ridge Parkway Anniversary Celebration.

VirginiaGreenTravel.org

**Richmond, Va.** – For 75 years, the Blue Ridge Parkway has enabled Virginians and its visitors to immerse themselves in the scenic beauty and abundant natural resources of Virginia's Blue Ridge Mountains. In an effort to promote continued conservation, the state has issued a challenge to the tourism industry to recruit 75 more Virginia Green certified tourism businesses to honor the Parkway's 75<sup>th</sup> anniversary. The challenge was jumpstarted by the declaration that the Blue Ridge Parkway itself is now Virginia Green Certified attraction.

The *Virginia Green Challenge* will recruit 75 new tourism businesses from across the state prior to the 75<sup>th</sup> Anniversary Blue Ridge Parkway Celebration on September 10. The Virginia Tourism Corporation will work with statewide industry partners to encourage new participants.

Virginia Green is a statewide partnership between the Virginia Department of Environmental Quality, the Virginia Tourism Corporation and the Virginia Hospitality Travel Association that promotes environmentally friendly practices for tourism businesses such as lodging, restaurants, attractions and others. Virginia Green helps tourism sites minimize environmental impacts and also save money through reduced cost for waste generation, and energy and water use. Currently there are more than 700 Virginia Green certified participants statewide.

"Virginia continues to be a leader in efforts to raise awareness about the environment in our tourism industry," said Alisa Bailey, president and CEO of the Virginia Tourism Corporation. "The Virginia Green program has won national recognition as an effective, statewide effort to help preserve and protect the environment through improved practices by tourism businesses."

Tourism businesses earn Virginia Green certification by voluntarily committing to reducing wastes, reducing water and energy use, and the use of eco-friendly products and practices. Virginia Green participants 'self-certify' that are meeting the program's requirements. The program actively encourages consumer feedback to ensure that Virginia Green facilities live up to their commitments and become even 'greener' over time.

Visit [www.virginiagreentravel.org](http://www.virginiagreentravel.org) for a complete listing of Virginia Green certified lodging properties, restaurants, attractions and more. The site also has convenient links to Virginia state parks, outdoor adventure programs, the Virginia Birding and Wildlife Trail, eco-friendly events, green getaways and travel tips. Or call 1-800-VISITVA to request a free Virginia is for Lovers travel guide.

Tourism generates \$19.2 billion in revenue for Virginia, supports 210,000 jobs and provides \$1.28 billion in state and local taxes for communities.

**Sign Up Today and Be Included in the BRP 75 Anniversary  
Recognition & Announcements!**



# Virginia Green Honors Blue Ridge Parkway 75th!

**75 more Virginia  
businesses by**  
*In Honor of the Blue Ridge Parkway*



**Virginia Green**  
**75 Years**  
Sets goal of recruiting 75 more  
September

VirginiaGreenTravel.org

Richmond, Va. – For 75 years, the Blue Ridge Parkway has a beauty and abundant natural resources of Virginia's Blue Ridge has issued a challenge to the tourism industry to recruit 75 more 75<sup>th</sup> anniversary. The challenge was jumpstarted by the declaration of the attraction.

The *Virginia Green Challenge* will recruit 75 new tourism businesses prior to the 75<sup>th</sup> Anniversary Blue Ridge Parkway Celebration. The Virginia Tourism Corporation will work with statewide industry partners.

Virginia Green is a statewide partnership between the Virginia Quality, the Virginia Tourism Corporation and the Virginia Heritage. It promotes environmentally friendly practices for tourism businesses, restaurants, attractions and others. Virginia Green helps tourism businesses save money and also save money through reduced cost for waste management. Currently there are more than 700 Virginia Green certified businesses.

"Virginia continues to be a leader in efforts to raise awareness in the tourism industry," said Alisa Bailey, president and CEO of the Virginia Green program. "The Virginia Green program has won national recognition as a model for how to help preserve and protect the environment through improved practices."

Tourism businesses earn Virginia Green certification by following the program's requirements and the use of eco-friendly products and practices. Virginia Green requirements include: businesses must be open to the public, have a website, and be committed to environmental stewardship. The program actively encourages consumer feedback and becomes even "greener" over time.

Visit [www.virginiagreentravel.org](http://www.virginiagreentravel.org) for a complete listing of Virginia Green certified businesses. The site also has convenient links to Virginia state park eco-friendly events, green getaways and travel tips. Or call 1-800-368-3683.

Tourism generates \$19.2 billion in revenue for Virginia, supports 250,000 jobs and is a major source of tax revenue for local communities.

**Sign Up Today and Be Included in the  
Recognition & Celebration**



**In honor of the 75th Anniversary  
of the Blue Ridge Parkway,  
this facility has joined**



VirginiaGreenTravel.org

**Virginia's campaign to encourage green practices  
in all sectors of its tourism industry!**

Virginia Green is run through a partnership between



Virginia *is for Lovers*



# *Travel Green!*



[www.VirginiaGreenTravel.org](http://www.VirginiaGreenTravel.org)



# *Travel Green!*



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