



10th annual Virginia Green Travel Star Awards

Hosted by



Andrew Freiden
Meteorologist
NBC 12



Rita McClenny
President and CEO
Virginia Tourism Corporation



VirginiaGreenTravel.org

2022 Annual Virginia Green Travel Star Awards

Travel Leader Awards
Travel Star Awards
Innovative Green Projects
Green Team ALL-STARS



VirginiaGreenTravel.org

2022 Annual Virginia Green Travel Star Awards

2022 Travel Star of the Year Award Winners

Green Facilities of the Year
Most Innovative Green Projects



2022 Virginia Green Travel Star Awards



***Green Attraction
of the Year??***



2022 Annual Virginia Green Travel Star Awards

Green Attraction of the Year:

Green Leaf and Pebble Tea Spa & Café

Virginia Beach, Virginia



- During the pandemic, all bulbs were switched to LEDs and low energy equipment and low-flow efficiency toilets and sinks were installed in the kitchen and spa, saving 88% of normal water usage
- Enrolled in the Dominion Energy Green Power Program so 30% of their power is from renewable sources
- Food waste is now being composted on site
- Patrons receive a 10% discount when they return the jars sold in the Café





2022 Annual Virginia Green Travel Star Awards

Green Attraction of the Year: Green Leaf and Pebble Tea Spa & Café



➤ Patrons receive a 10% discount when they return the jars sold in the Café



2022 Virginia Green Travel Star Awards

*Green Brewery
of the Year??*



2022 Annual Virginia Green Travel Star Awards

Green Brewery of the Year: **Stable Craft Brewing**

Waynesboro, Virginia



- Stable Craft's restaurant and banquet operations are zero food waste due to their Bokashi fermentation composting system
- 5.8 tons of food waste was composted in 2021 and used as fertilizer on the property
- The brewery grows its own hops, herbs and peaches and has chickens for eggs
- Paralysis furnace creates Bio Char used to amend soil in hop yards and greenhouse
- 1,100 trees have been planted on the property to help with erosion and air quality

2022 Annual Virginia Green Travel Star Awards

Green Brewery of the Year



property to help with erosion and air quality



2021 Annual Virginia Green Travel Star Awards

*Green Conference
Center of the Year??*



VirginiaGreenTravel.org

2022 Annual Virginia Green Travel Star Awards

Green Convention Center of the Year: Greater Richmond Convention Center

Richmond, Virginia



- Recycling containers located in all administrative offices, meeting rooms and concourses
- Eliminated the use of styrofoam and have decreased use of disposable products
- Restrooms retrofitted with low-flow toilets and low flow aerators installed on sinks
- Conserve energy with fluorescent lighting, converting to LED bulbs when possible and state-of-the-art HVAC and lighting energy management systems



WHERE VIRGINIA MEETS THE WORLD

2022 Annual Virginia Green Travel Star Awards

Virginia Green

Supporting Sustainable Tourism

2022 Virginia Green
Travel Star Award
Green Convention Center of the Year
Greater Richmond Convention Center

CONVENTION CENTER

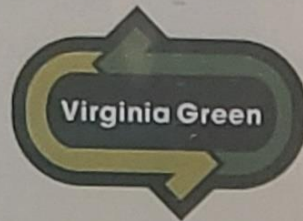
WHERE VIRGINIA MEETS THE WORLD



2021 Annual Virginia Green Travel Star Awards

*Green Event
of the Year??*

The 1st Certified
Virginia Green Event!



The Commonwealth of Virginia's campaign to promote environmentally-friendly practices in ALL aspects of Virginia's Tourism Industry!

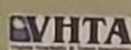
www.deq.virginia.gov/p2/virginiagreen



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.



Virginia
is for Lovers





2022 Annual Virginia Green Travel Star Awards

Green Event of the Year: **Yuengling Shamrock Marathon**

Virginia Beach, Virginia

- Eliminated paper registrations for the marathon and decreased number of save-the-dates that were sent to the 25,000 participants from 6 to only 1
- All back packs, t-shirts and swag given out at race are reusable
- No single-use items were offered at water stops – instead they had refill zones
- All cardboard and single-use plastic bottles generated by the event were recycled



2022 Annual Virginia Green Travel Star Awards

Green Event of the Year:



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2022 Virginia Green Travel Star Awards

*Green Hotel
of the Year??*



2022 Annual Virginia Green Travel Star Awards

Green Hotel of the Year:

Fairfield Kingsgate Property Owners Association, Inc.

Williamsburg, Virginia



- Resort's Green Team meets quarterly to discuss implementation of sustainability goals
- All property exterior and guest room interior lighting and common area lighting was upgraded to LEDs from 2020-2021
- Filtered water bottle/cup filling stations installed in public common areas
- The resort saved over \$100,000 in 2021 costs due to their new sustainable practices in electric, water and natural gas use



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2022 Virginia Green Travel Star Awards

*Green Transportation
Service Provider
of the Year??*



2022 Annual Virginia Green Travel Star Awards

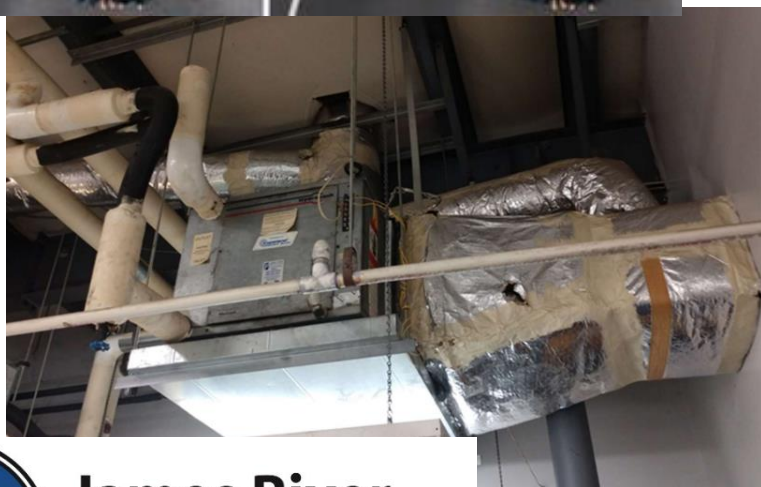
Green Transportation Service of the Year:

James River Transportation

Richmond, Virginia



- James River Transportation removes 3 million individual car miles from roadways each year with its passenger transportation
- Offices are heated and cooled using geothermal energy
- They recycle oil, coolant, transmission fluid, filters, cleaning rags, batteries, and electronics
- James River Transportation saves more energy than it uses which results in 10,000 carbon credits in energy savings



**James River
Transportation**



2022 Annual Virginia Green Travel Star Awards Green Transportation Service of the Year:

James River Transportation



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2022 Virginia Green Travel Star Awards

*Innovative Green
Projects of the
Year??*



2022 Annual Virginia Green Travel Star Awards

Innovative Green Project:

Virginia Clean Cities

Harrisonburg, Virginia



- The Mid-Atlantic Electrification Partnership is funded by the US DOE and is creating a regional electric vehicle ecosystem in Maryland, Virginia, Washington DC, and West Virginia
- Through various partnerships, VCC is installing EV charging stations at hotels and tourism and city centers throughout the region
- The project kicked off in December of 2020, and 5 EV charging stations were installed in 2021 – 200 stations are planned for the coming years





2022 Annual Virginia Green Travel Star Awards Innovative Green Project:



Supporting Sustainable Tourism



Mid-Atlantic Electrification Partnership

installed in 2021 – 200 stations are
planned for the coming years



2022 Annual Virginia Green Travel Star Awards

Innovative Green Project: Richmond Region Tourism

Richmond, Virginia

- Richmond Region Tourism is now offering a Zero Emissions Certificate for conferences held in the Richmond Region
- They are working with the VGTA to purchase carbon credits from renewable energy company Terrapass to offset the carbon impacts associated with business travel
- Since beginning in 2021, Richmond Region Tourism has held 4 zero emission conferences
- Incentivizes business to come to Richmond which helps support its local economy

Meet
Richmond
VA.com



ZERO EMISSIONS CERTIFICATE

VLA VIRGINIA
LIBRARY
ASSOCIATION

2021 Annual Conference
October 27-29, 2021
Richmond Marriott Downtown



On behalf of the **Virginia Library Association**, the **Virginia Green Travel Alliance** has purchased **Carbon Offsets** from the company **Terrapass**. Terrapass is a company that directly supports the development of renewable energy projects such as Wind, Solar & Biomass capture. The projects supported by Terrapass produce zero emissions energy that replaces energy produced by traditional sources that generate greenhouse gases.



Using a carbon calculator, the Virginia Green Travel Alliance assessed the greenhouse gas emissions produced by travel, commuting, energy and water use by the venue and food & beverage.

43 Metric Tons of Carbon Offsets

were purchased to negate the estimated greenhouse gases produced by holding this conference.



The Virginia Green Travel Alliance is a 501(c)(3) non-profit working to promote sustainable practices in Virginia's hospitality industry.



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Innovative Green Project:

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which helps support its local economy

travel, commuting, energy and water use by the venue and food & beverage.

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Innovative Green Project: Virginia Living Museum

Newport News, Virginia



- Education staff worked with local high school volunteers to construct a 30ft long floating wetland with 12 native species in April 2021
- The floating wetland is located in Deer Park Lake by a major intersection and removes pollutants from the water column, provides wildlife habitat and catches litter flowing out of the lake
- Since 2021, 144 pounds of trash have been removed from the lake and students are monitoring its water quality to track improvements from the wetland installation





2022 Annual Virginia Green Travel Star Awards Innovative Green Project:



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VIRGINIA GREEN TRAVEL CONFERENCE & AWARDS

**BUILD BACK GREENER:
THE FUTURE OF SUSTAINABLE
TOURISM IN VIRGINIA**

Hilton Richmond Downtown
April 25-26th

