



***Urban Green Tourism:
Environmentally Sustainable
Hospitality in Arlington***

March 9, 2010

Overview

- **Background**
- **ACVS's Sustainable Hospitality Goals**
- **Standards and Best Practices**
- **Arlington and Urban Green Tourism**
 - Buildings (Hotels, Restaurants, Stores & More)
 - Attractions & Events
 - Transportation
 - Visitor Services
- **Next Steps**

Background

- **Arlington hotel surveys, May 2008 and March 2009**
- **StayArlington e-Newsletter articles, March and June 2009**
- **ACVS & Fresh AIRE brainstorming, June 2009**
- **Southeast Tourism Society Marketing College, July 2009**

ACVS Overarching Goal

- **Support and leverage “green” initiatives of the Arlington County government, Virginia government and local hospitality-related businesses**

ACVS Goals: Short-Term

- Research and document accomplishments -- government, business and non-profit -- in Arlington aimed at improving environmental sustainability within the local tourism industry. Promote them to:
 - **Potential business and leisure travelers (to increase visitation)**
 - **Arlington hospitality community (to encourage competition and continual progress in “green” efforts)**
 - **National tourism, urban planning and environmental media (to increase recognition of Arlington as a leader in these three fields)**

ACVS Goals: Long-Term

- Be recognized as the nation's first leader in Urban Green Tourism, known for exceptional public-private cooperation in achieving environmental sustainability in at least four key areas:
 - **Buildings**
 - **Attractions & Events**
 - **Transportation**
 - **Visitor Services**

Standards and Best Practices

- [Fresh AIRE](#)
- [Virginia Green Lodging](#)
- [Global Sustainable Tourism Criteria](#)
- **And many more, including. . .**
 - Corporate Programs ([Hyatt Earth](#), [Kimpton EarthCare](#), [Marriott Spirit to Preserve](#), etc.)
 - [LEED](#) & U.S. Green Building Council Certifications
 - [American Hotel & Lodging Association Good Earthkeeping](#)
 - [Green Seal Programs](#)

Fresh AIRE

- **County Building Retrofits**
- **Arlington's Green Fleet**
- **Smart Growth and Transit**
- **LED Traffic Signals**
- **Clean Power**
- **Green Building Programs**
- **Trees and Arlington**
- **Waste to Energy Facility**

Fresh AIRE

- **Hospitality & Retail-Related Partners**
 - Crystal City Business Improvement District
 - Natural Body Spa & Shoppe
 - The JBG Companies - Arlington Gateway
 - Columbia Pike Revitalization Organization
 - The Java Shack Coffeehouse
 - Vornado/Charles E. Smith
 - enviroCAB, LLC
 - Hyatt Regency Crystal City
 - Naturally Chic Events LLC
 - Clarendon Alliance
 - Busboys & Poets
 - Extra Virgin Italian Restaurant
 - The Curious Grape
 - Mill End Shops
 - Facets Fine Jewelry

Fresh AIRE

- **Hospitality & Retail-Related Business Champions**
 - **The Java Shack Coffeehouse**, for the purchase of 100 percent green power and for becoming a Certified Green Restaurant™
 - **Courtyard by Marriott & Ashford Hospitality Trust** for earning the ENERGY STAR for the Courtyard by Marriott, Arlington Crystal City at Reagan National Airport
 - **Metropolitan Washington Airports Authority** for the provision of outstanding commuter benefits to employees at Ronald Reagan Washington National Airport and Washington Dulles International Airport
 - **Main Event Caterers** for their commitment to the Green Power Partnership and their purchase of 100% green power

Virginia Green Lodging

- Promotes pollution prevention practices in the hospitality and lodging sector
- Provides guidance and resources on pollution prevention techniques
- Partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association and the Virginia Tourism Corporation
- Self-certifying program where facilities must verify that they at least practicing these core activities:
 - **Optional Linen Service:** sheets and towels are not automatically changed every day.
 - **Recycling:** guests must have the opportunity to recycle during their stay.
 - **Water Conservation:** a plan should be in place for minimizing water use.
 - **Energy Conservation:** a plan should be in place to address energy conservation & efficiency opportunities.
 - **Green Events, Conferences, & Meetings:** facilities should be able to accommodate groups who want “green” events.

Virginia Green Lodging in Arlington

- **Crowne Plaza National Airport**
- **Crystal City Marriott**
- **Crystal Gateway Marriott**
- **Doubletree Hotel Crystal City**
- **Holiday Inn National Airport**
- **Key Bridge Marriott**
- **Residence Inn by Marriott Arlington Courthouse**
- **Residence Inn by Marriott Pentagon City**
- **The Ritz-Carlton, Pentagon City**
- **The Westin Arlington Gateway**

Select Tourism Sustainability Council Members

- **American Hotel & Lodging Association**
- **American Society of Travel Agents**
- **Condé Nast Traveler**
- **Conservation International**
- **Expedia, Inc.**
- **International Hotel & Restaurant Association**
- **National Geographic Adventure & National Geographic**
- **Rainforest Alliance**
- **Travelocity/Sabre**
- **Travel Weekly US**
- **United Nations Environment Programme, UN Foundation & UN Nations World Tourism Organization**
- **And many more. . .**

Global Sustainable Tourism Criteria

- **Goal: A common understanding of sustainable tourism, and establishment of the minimum that any tourism business should aspire to reach**
- **Organized around four main themes:**
 - Effective sustainability planning
 - Maximizing social and economic benefits for the local community
 - Enhancing cultural heritage
 - Reducing negative impacts to the environment
- **Initially intended for accommodation and tour operation sectors, but applicable to entire tourism industry**

Best Practices - Hotels

- **Hyatt Earth** - Hyatt hotels have made commitments to reduce their environmental footprint through a wide range of actions, including:
 - Installing energy-efficient lighting in guestrooms, offices and public spaces
 - Reducing waste by recycling and composting
 - Installing water-efficient fixtures in guest bathrooms, spas and public areas
 - Recycling products such as batteries and fluorescent lights
 - Using electronic thermostats or occupancy controlled lighting and air conditioning
 - Implementing towel and linen reuse programs where possible
 - Sourcing locally grown and organic menu options
 - Integrating environmentally friendly products and services into North American operations
 - Ongoing employee awareness and engagement initiatives to ensure consistent application of Hyatt Earth initiatives

Best Practices - Hotels

- **Kimpton EarthCare** – Seeks to lead the hospitality industry in supporting a sustainable world, while delivering a premium guest experience with non-intrusive, high quality, eco-friendly products and services.
 - Soy Inks: All corporate collateral is printed on recycled paper using soy based ink
 - Recycled Paper: Property wide printing on recycled paper
 - Organic Beverages: Complimentary coffee is organic, shade grown and/or fair trade
 - Towel/Linen Reuse: Guests have the opportunity to do their part to reduce energy and detergents required for daily washings
 - Recycling: Back of house recycling programs address glass, bottles, paper, cardboard, etc.
 - Energy Conservation: Back of house lighting retrofitted with energy efficient bulbs
 - Water Conservation: Implementation and auditing of low flow systems for faucets, toilets, and showers
 - In-room recycling bins: Guests participate in reducing environmental impact
 - Honor bar: Features organic food and beverage options
 - Donation programs: Unused amenity bottles are donated and used by local charities

Best Practices - Hotels

- **Marriott Spirit to Preserve** - Marriott's five-point environmental strategy was developed in collaboration with Conservation International, a global conservation organization. In addition to rainforest preservation, Marriott's strategy calls for:
 - Reduction of water, waste and energy consumption
 - Greening its supply chain
 - Building greener hotels
 - Engaging employees and guests to take action

Best Practices - Hotels

- **Residence Inn by Marriott Arlington Courthouse**
 - Meets LEED Certified standards to include a green living roofing system
 - Green practices such as:
 - A smoke-free environment
 - Single stream recycling
 - Linen/terry re-use
 - Non-chemical cleaning solutions
 - Biodegradable products

Best Practices - Caterers

- **Main Event Caterers**

- 100 percent wind powered
- Carbon neutral
- At the front line of recycling, waste management and employing alternative disposables
- Utilizing natural, sustainable sources for meats and sea foods
- Have a mandate for staff, clients, and suppliers to practice responsible environmental stewardship
- Recognition and Awards
 - 2010 Catering Magazine “Caterer of the Year”
 - Alliance for Workplace Excellence’s 2009 AWE Eco Leadership Award
 - 2008 Best Green Business Award by the Arlington Economic Development Committee
 - Nominee for Green Business Award by the Washington Business Journal

Best Practices - Restaurants

- **Featuring locally produced food. . .**
 - Eleventh Lounge
 - Harry's Tap Room
 - Java Shack Coffeehouse
 - Liberty Tavern
 - Restaurant 3
 - Willow
 - And more. . .

Best Practices - Attractions

- **Robust recycling programs**
- **Compostable toilets**
- **Free filtered water stations**
- **Hybrid vehicles for employees**
- **Preferred parking for bicycles**

Best Practices - Events

- **Divert as much waste as possible from landfills**
- **Station three types of receptacles together**
 - Landfill
 - Recycle
 - Compost
- **Green Portable Bathrooms**
 - Send grey water from sinks to waste treatment facility

Best Practices - Events

- **Partner with local organic soil company to process compostable materials**
- **Use biodegradable utensils for all food**
- **Encourage attendees to use public transportation (small gift or discounted admittance for showing bus/Metro card)**
- **Encourage attendees to bring own water bottles; provide free filtered water stations**
- **Use signs and banners to highlight green efforts**

Best Practices - Transportation

- **Metrorail and Metrobus**
- **ART – Arlington Transit**
- **Taxis, Shuttles and Rental Cars**
- **Car Sharing**
- **Bike Arlington & Bike Sharing**
- **Walk Arlington**

Best Practices - Transportation

- [Arlington Transportation Partners \(ATP\)](#)
 - Employee transit benefits
 - Farecard purchases for hotel guests
 - Hotel brochure orders for Washington metro-area public transportation

Best Practices - Transportation

- **ATP Facts: Out of 41 Arlington hotels. . .**
 - 15 provide transit benefits to their employees, who get direct or pre-tax money to take transit over driving alone
 - 27 have permanent information displays dedicated to local transportation options, reducing traffic congestion and pollution
 - 35 maintain an active transportation brochure account to distribute information to guests and employees
 - 31 run shuttle service to and from specific points of interest and Metro stations
 - 5 have actively sold transit passes on-site for the convenience of guests

Best Practices – Visitor Services

- Expand scope of visitor services from single visitors center to multiple urban village locations
- Use creativity and latest technologies to serve visitors in compelling new ways
- Offer added value to hotels through on-site convention services
- Improve wayfinding for better visitor experience and increased retail spending

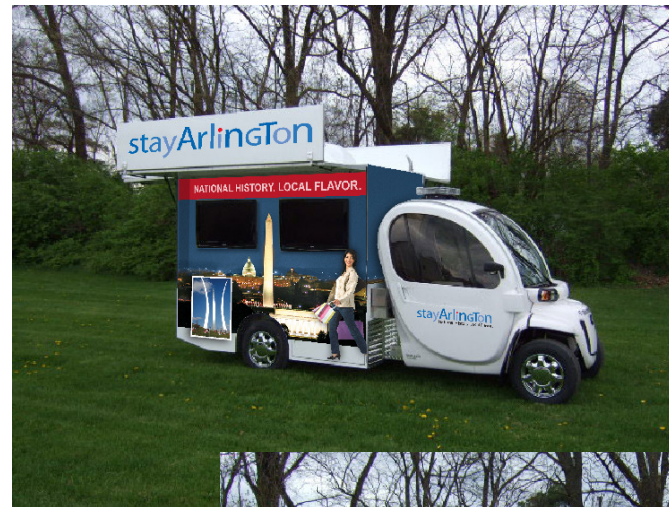
Touch-Screen Information Kiosks

- Rosslyn (existing)
- Major Metro stations including Arlington Cemetery, Ballston, Clarendon, National Airport and Pentagon City (planned)



Mobile Visitors Center

- Special events
- Metro stations
- Anywhere & anytime
- Electric vehicle = green!



Rolling Concierges

- Proactively provide information on restaurants, stores, attractions, transportation, etc.
- Seasonal presence in Crystal City
- Flexible for special events year-round



Destination Marketing

Share Urban Green Tourism successes with. . .

- **Meeting Planners and Business & Leisure Travelers**
 - StayArlington web site, targeted e-marketing, advertising, print collateral, social media, etc.
- **Hospitality Community**
 - StayArlington e-Newsletter, Arlington Concierge College, ongoing collaboration, etc.
- **Travel Industry Organizations**
- **Arlington Residents**

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