



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

February 24, 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 Goals

- **Support and leverage “green” initiatives of the Arlington County government, Virginia government and local hospitality-related businesses**
- **More specifically. . .To support Arlington County’s goal to “reduce our emissions of heat-trapping gases by using the technology, know-how, and practical solutions already at our disposal.”**  
*(Arlington Initiative to Reduce Emissions – AIRE)*

# 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 lighting systems in guestrooms, back offices and public spaces that provide high-quality, energy-efficient lighting
  - Reducing waste by recycling paper, glass, aluminum and plastic and composting organics when possible
  - 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 to provide accurate and constant temperature controls
  - Implementing towel and linen reuse programs where possible
  - Sourcing locally grown and organic menu options
  - Integrating environmentally friendly products and services into our North American operations, including amenity bottles made from 100% recycled plastic, key cards made from 50% recycled plastic, paperless check-in, and biodegradable valet bags
  - 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 continuing to deliver 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: All complimentary lobby 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 and audited to ensure energy efficient bulbs are in place
  - Water Conservation: Implementation and auditing of low flow systems for faucets, toilets, and showers
  - Best Practices: At any hotel you may find environmental activities such as recycling of coat hangers, elimination of Styrofoam cups, paperless check-ins/outs, eco friendly dry cleaners, discounted hybrid car parking, and more...
  - In-room designer recycling bins: Guests are encouraged to participate in reducing our environmental impact
  - Honor bar with organic food and beverage options: Honor bars include organic snacks and beverages
  - Donation programs: Instead of being thrown away, unused amenity bottles are donated and used by local charities
  - Eco-friendly Kimpton Style products like organic bedding and recycled glassware

# 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

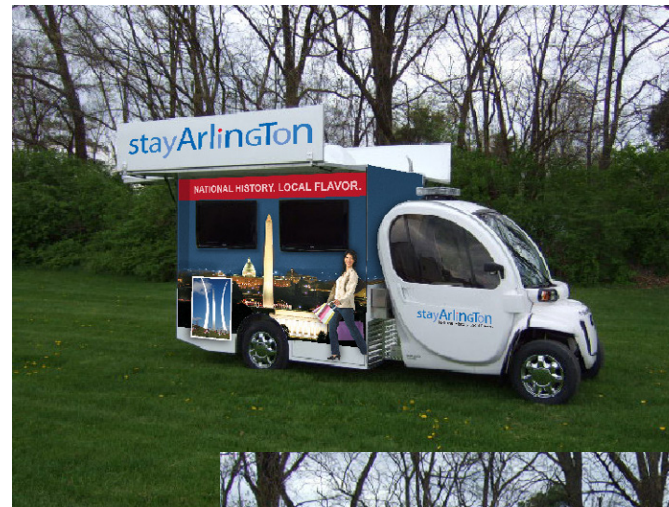
# Touch-Screen Information Kiosks

- 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**

# Q & A and Next Steps

- **Tell us what you're doing on a regular basis!**
- **How can we work together as a hospitality community to further these important goals?**

# Special Thanks!

- **Fresh AIRE – Arlington Initiative to Reduce Emissions**
- **Arlington Transportation Partners**
- **Bill Roper and the Johns Hopkins Smart Growth Team**

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