

What is Travel Green Wisconsin?

Travel Green Wisconsin is a voluntary, affordable program that reviews, certifies, and recognizes tourism businesses that have made a commitment to continuously improve their operations in order to reduce their environmental impact. This program allows tourism businesses to evaluate their operations, set goals, and take specific actions towards environmental, social, and economic sustainability.

Travel Green Wisconsin is designed to support the Wisconsin brand, give the state and hospitality business participants a marketing edge, promote smart business practices, reduce costs, educate travelers, and protect the beauty and vitality of Wisconsin's landscape.

Among Wisconsin's most popular attractions are its natural resources, cultural diversity, and the wildlife that make their home in the state. Efforts to preserve these assets for generations to come are in the best interest of Wisconsin's tourism industry and the state's overall economy.



Travel Green Wisconsin is a voluntary program formed by the Wisconsin Environmental Initiative in partnership with the State of Wisconsin Department of Tourism.



WISCONSIN
ENVIRONMENTAL
INITIATIVE

Wisconsin Environmental Initiative

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WISCONSIN
Life's So Good



TRAVEL GREEN WISCONSIN

A voluntary program that reviews, certifies, and recognizes tourism businesses that have made a commitment to continuously improve their operations in order to reduce their environmental impact.

www.travelgreenwisconsin.com

Why participate?

Benefits to Business

- Cost savings and improved profitability
- Reducing waste, improving energy efficiency, and conserving natural resources not only helps the environment and local community, but also reduces costs and increases efficiencies that improve profitability.

Marketing

- Display the Travel Green Wisconsin logo in promotional materials and Web sites to create market distinction and attract new customers.
- Be recognized on the Travel Green Wisconsin Web site and other travel Web sites.
- Provides opportunities for media attention.

Educational

- Attend workshops and training sessions to learn more about sustainable business practices.
- Receive technical assistance and resources to help with certification and program implementation.

Networking

- Learn best practices and share ideas with other Travel Green Wisconsin certified tourism businesses.

Benefits to Customers

- Customers or travelers will be able to easily identify and therefore patronize Travel Green Wisconsin businesses that are committed to working towards environmental, social, and economic sustainability.
- Customers can demonstrate their commitment to sustainability by supporting a business that has committed to a reduced impact on the environment and will spread the word about their experiences.
- Customers can learn about practices which lead to sustainability and which they can duplicate at home.

Benefits to Environment

- Reduce waste
- Conserve energy, water, and other natural resources
- Improve air quality
- Protect wildlife and land
- Reduce greenhouse gas emissions

Benefits to Local Communities

- Travel Green Wisconsin certified businesses provide employment opportunities, support local products and services, and serve as an example of environmental responsibility to other businesses in the community.

Who can participate?

Travel Green Wisconsin was developed for a variety of tourism businesses. Examples of these businesses include:

- Accommodations
- Attractions
- Restaurants
- Shops
- Resorts
- Convention Centers
- Golf Courses
- Campgrounds
- Marinas
- Tour Operators/Leaders
- Events/Festivals
- And many more tourism businesses!

How does a business become certified?

The certification process has been designed to facilitate participation from the full variety of business types that serve travelers. Assistance will be provided to help businesses understand program requirements and become certified.

To be certified as a Travel Green Wisconsin business, the business must complete a registration form and checklist. The Registration Form asks for contact information, baseline environmental performance data, and an affordable certification fee. The Travel Green Wisconsin Checklist contains basic requirements in nine different categories such as waste reduction, energy efficiency, and air quality, and each business must earn a minimum number of points. After the forms are completed, they will be reviewed to ensure standards have been met and the business will be notified regarding its certification status.

Contact the Wisconsin Environmental Initiative to receive certification information, checklist, and forms or visit the Web site at www.travelgreenwisconsin.com.

Want to learn more?

Whether you are interesting in becoming a certified Travel Green Wisconsin business or want to learn more about the program, visit the Web site at www.travelgreenwisconsin.com.

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