

What is the Travel Green Wisconsin Certification Program?

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

A Travel Green certification will give participants a marketing edge while they employ smart business practices, reduce costs, and protect the beauty and vitality of Wisconsin's landscape. The Certification program is designed to support the Wisconsin brand and EcoTourism Strategy that promotes sustainable practices.

Among Wisconsin's most popular and authentic attractions are its natural resources, cultural diversity, and the wildlife that make their home in the state. Efforts to preserve these experiences 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 CERTIFICATION PROGRAM

A voluntary program that reviews, certifies, and recognizes tourism businesses and organizations 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 certification participants.

Benefits to Customers

- Customers or travelers will be able to easily identify and therefore patronize Travel Green Wisconsin participants 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 organizations 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 or organization become certified?

The certification process is designed to facilitate participation by a broad spectrum of hospitality businesses and organizations. Assistance is available to help participants understand program requirements and become certified.

To be Travel Green Wisconsin certified, a registration form and checklist must be completed. The Registration Form asks for contact information, baseline environmental performance data, and an affordable certification fee. The Travel Green Wisconsin Certification checklist contains basic requirements in nine different categories such as waste reduction, energy efficiency, and air quality. Upon completion, the information will be reviewed to ensure standards have been met.

Contact 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 Travel Green Wisconsin certified or want to learn more about the program, visit the Web site at www.travelgreenwisconsin.com.

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