# The Business Case for Recycling at Venues and Events

Summer 2009

#### **Alex Naar**

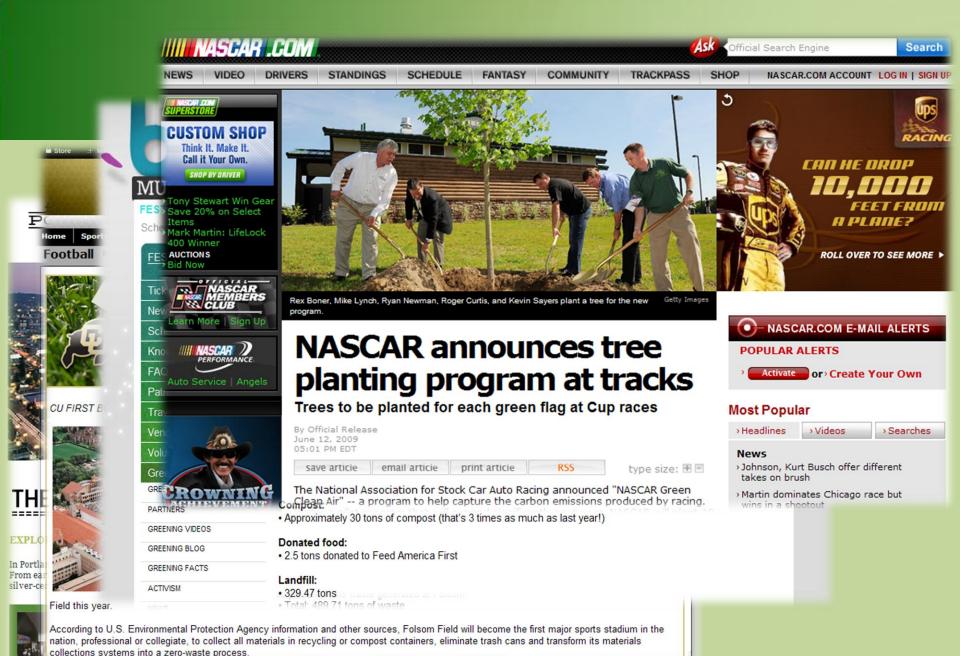
Sustainable Tourism Outreach Coordinator ECU's Office of Innovation, Engagement and Economic Development,

Center for Sustainable Tourism at ECU, and NC Division of Tourism, Film, and Sports Development









ATTRACTIONS

**GETTING AROUND** 

PRE/POST

DINING

sales managers pull the details

together for you.

### **But do Travelers Really Care?**

#### The Answer is Clearly Yes:

- 1. 70% of attractions visitors more likely to visit, and visit more frequently, attractions that pursue green practices

  PGAV Destination Consulting
- 2. 36% say green is important when buying a festival ticket www.agreenerfestival.com
- 3. 51% of independent meeting planners expect to have a green meeting in 2009, a 16% jump from 2008

  Meetings Focus
- 4. And 32% of travelers will be greener in 2009 than they were in 2008

TripAdvisor











## **Green Travelers and Recycling**

#### What About Recycling?

- It is the number one environmental practice adopted by individuals

  Harris Interactive
- It is the number one environmental practice individuals feel will have an impact on the environment if they do

Green Seal

- It is considered by travelers to be the most representative of an outward sign of a tourism businesses' environmental commitment PGAV Destination Consulting
- It is the most important green practice in hotels TripAdvisor
- In 2009, 52.9% of independent meeting planners expect to have a recycling program at their next event, up 10% from 2008
  - Meetings Focus











## Is Now the Right Time to Go Green?

#### Travelers Still Want to Buy Green:

• Only 14% of consumers are buying fewer green products, 50% are buying the same amount and 19% are buying more

GreenSeal

• 8% of consumers are even more likely to visit a green establishment even if it required more effort/time

SCA Tissue North America

 Green Meeting Standards for Government Travel: a \$14.8 billion segment of the US travel market US EPA



## "He who would travel happily must travel light." -- Antoine de St. Exupery



#### Alex Naar, Coordinator

Sustainable Tourism Outreach
East Carolina University
Office of Innovation, Engagement, and Economic Development

in partnership with NC Division of Tourism, Film and Sports Development

Email: naara@ECU.edu

Telephone: (252)737-1346

Center for Sustainable Tourism: Serving the Region, State and Nation. www.sustainabletourism.org